26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 10, 1956 35¢ PER COPY

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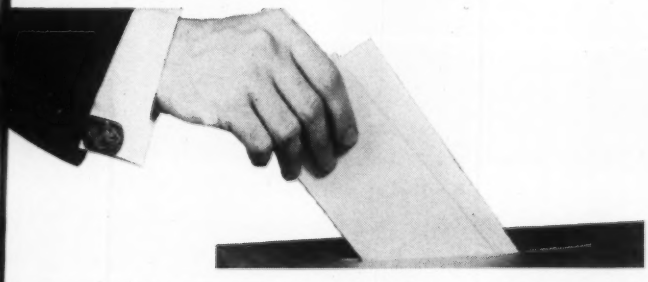
The Storz Style . . . in public service

From the files of the five Storz Stations . . . here are two recent . . . and typical . . . examples of service in the public interest:

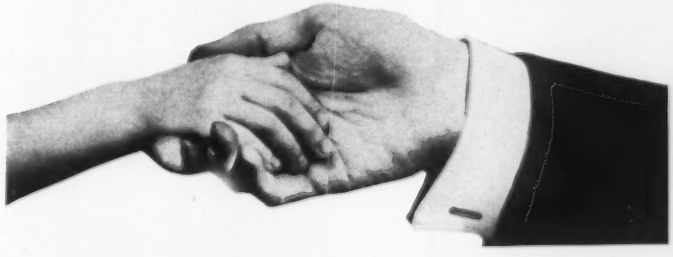
in Miami, WQAM helped get out the vote



What happened when WQAM decided to conduct a presidential straw vote? More than 50,000 phone calls swamped WQAM's facilities in the 5½ day "Election Poll." Hourly average: 870 calls. Each of the 600 announcements WQAM devoted to "Election Poll" urged listeners not only to take part in the *straw* vote, but to exercise their franchise on Election Day, as well.

Unofficial returns for Dade County, Florida, showed a balloting of more than 250,000 votes—representing a decided increase over the 1952 turn-out.

in New Orleans, WTIX comforted a mourning family



A poverty-stricken family had just buried its two youngest members, dead of rat-poisoning. One Sunday, WTIX devoted a full air day to mobilizing assistance for the desperate family. In cooperation with American Legion Post 203, WTIX personalities urged contributions of money, clothing and food.

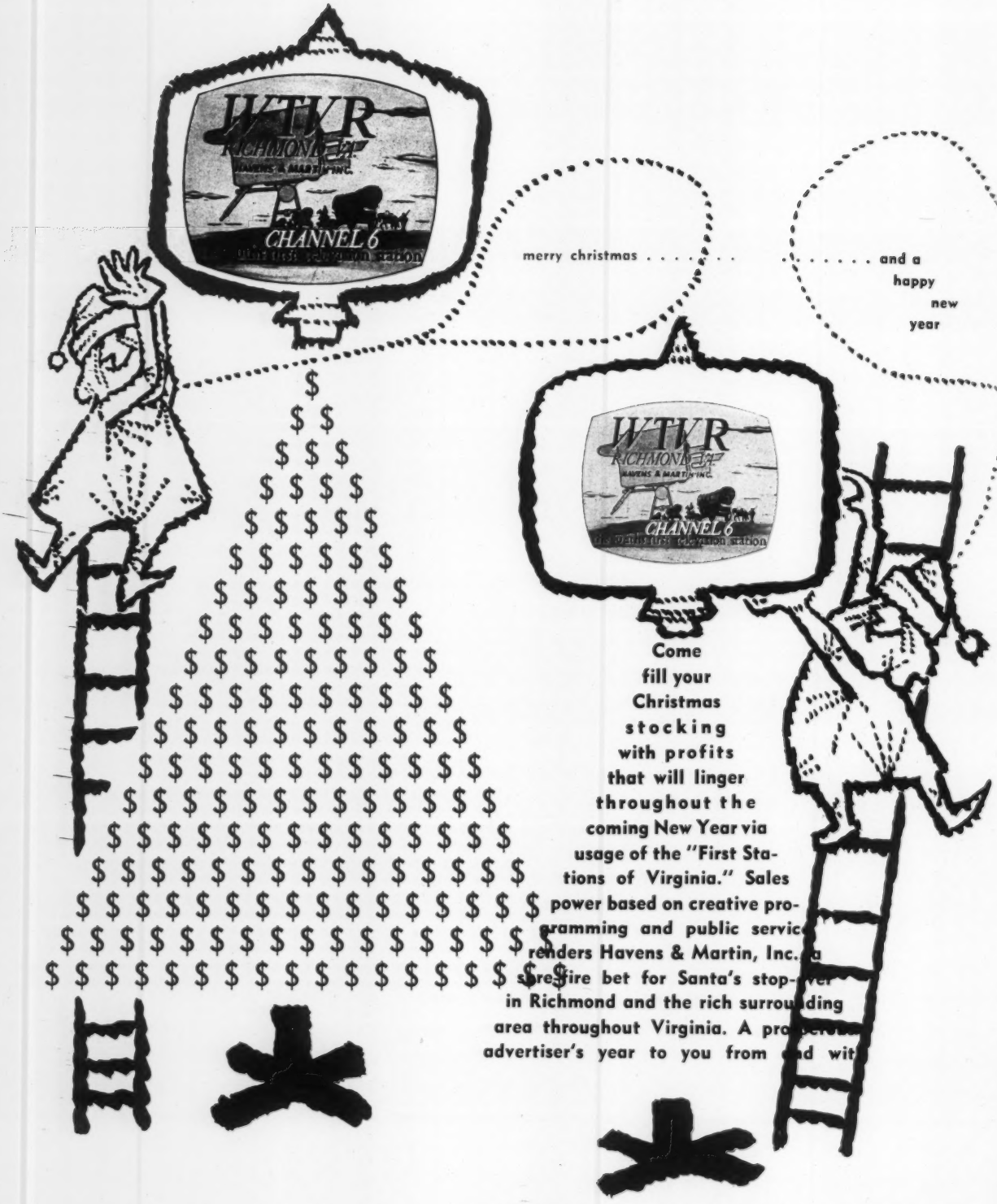
The response was instantaneous. More than $2,100 . . . 400 items of clothing and 50 boxes of foodstuffs poured in to comfort the family in its unhappy hour.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.



Come fill your Christmas stocking with profits that will linger throughout the coming New Year via usage of the "First Stations of Virginia." Sales power based on creative programming and public service renders Havens & Martin, Inc. a sure-fire bet for Santa's stop-over in Richmond and the rich surrounding area throughout Virginia. A prosperous advertiser's year to you from and wit

WMBG AM **WCOD** FM **WTVR** TV

First Stations of Virginia

...a New Hi-Sign on Michigan's Skyline!

Now...maximum tower (1023 feet)
maximum power (100,000 watts)
maximum outstate coverage

Located in the geographical center of Michigan . . . completely surrounded by populous cities and thickly settled urban and farm areas . . . an enviable spot occupied exclusively by WJIM-TV.

Lansing
Saginaw
Bay City
Flint
Pontiac
Detroit
Ann Arbor
Jackson
Battle Creek
Kalamazoo
Grand Rapids
Mt. Pleasant
Midland

WJIM-TV

Channel 6 Lansing

NBC...CBS...ABC

Represented by
PETERS, GRIFFIN, WOODWARD INC.

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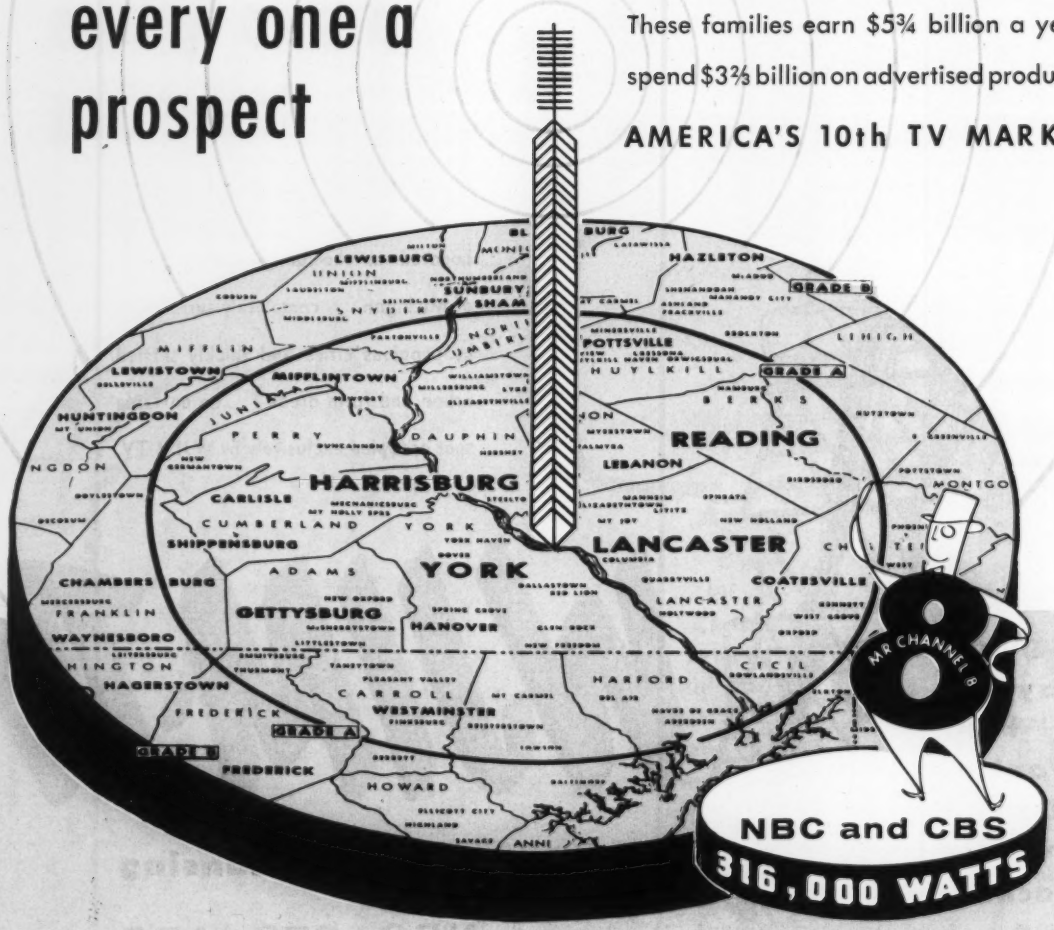
3½ million people... every one a prospect

Selling opportunities are rich and ready in America's 10th TV market. Its multi-city population consists of 3½ million people comprising 989,605 families, with a high TV set ownership of 917,320. These families earn $5¾ billion a year, spend $3⅔ billion on advertised products.

AMERICA'S 10th TV MARKET



WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco

closed circuit

DAMPENER ON TRADING? • With concern being evinced at FCC policy level on tv station sales, thought reportedly is being given to recommendation to Congress that law be revised to provide that no transfers shall come within regular license tenure except on "involuntary" basis (death of licensee principal, bankruptcy or other extenuating unforeseen development). Present broadcast license tenure is three years and FCC already is unofficially committed in favor of five-year license tenure. If "anti-trafficking" provision were incorporated in proposal, it would presumably run concurrent with license tenure.

B•T

THOUGH he now plans no announcement until after first of year, it's understood that Sylvester L. (Pat) Weaver Jr., "between jobs" since resigning as NBC chairman in September, has decided he'll go into business for himself, probably with shingle big enough to cover multitude of activities. Among those contemplated: independent production services, talent representation and consultancy to advertisetrs and agencies.

B•T

HOLIDAY DECISION • Whether FCC Chairman George C. McConnaughey will wish reappointment to FCC when his term expires June 30 won't be made known until after first of year—possibly following inauguration, Jan. 21. Mr. McConnaughey, who assumed office Oct. 4, 1954, to serve unexpired term of George E. Sterling, who had resigned for health reasons, had pondered return to his law practice in Columbus, Ohio, in partnership with his eldest son. He is expected to "consult" with his family about future plans over Christmas holidays.

B•T

TALENT guilds are giving lukewarm consideration to lump sum offer of about $700,000 by Matty Fox for all tv rights to his syndicate's backlog of 75 post-1948 RKO feature films since he leaves it up to guilds how money would be split. Screen Actors Guild wants to negotiate separately from Screen Directors Guild and Writers Guild of America for biggest share. Craft guilds are ignored. If guilds can work out lump sum agreement, policy could set pattern for stalemated talks on post-1948 formula at Assn. of Motion Picture Producers and free big Hollywood backlog for tv.

B•T

FORD & FRANKIE • Ford Motor Co.'s new Edsel car division (through Foote, Cone & Belding) has expressed interest in buying alternate weeks sponsorship of Frank Sinatra series in 1957 on ABC-TV. Ford bid, however, must hinge on Liggett & Myers (Chesterfield) decision on whether it would want co-sponsor. Chesterfield, through McCann-Erickson, New York, has contract with ABC-TV, pending formalities, for full Sinatra series. Contract reserves right for cigarette firm to offer half of series to another sponsor (also see story, page 44). ABC meanwhile was reported late Friday to have firm offer for half-sponsorship from cosmetic firm, if Chesterfield is willing to go along.

B•T

AS ABC-TV's nightly lineup is now constructed, addition of Ford sponsorship would limit scheduling of Sinatra show to probably Thursday evening. Both Thursday and Saturday nights had been considered most likely for "beefing up" by strong, high-budgeted Sinatra show, but sprinkling of automotive shows through most of schedule (for example, Lawrence Welk Show *for Dodge is on Saturday, 9-10 p.m. EST) would cause product conflict. There's no automotive Thursday night.*

B•T

BIDS FOR BITNER • Formal bids from at least two groups—Time Inc. and syndicate which would comprise Meredith Publishing Co. and Harold Gross (WJIM-AM-TV Lansing)—will be in hands of Consolidated Television & Radio Broadcasters Inc. (Bitner) this week, with prospects of action possibly before end of year. Offers followed collapse of Crowell-Collier $16.2 million agreement [B•T, Nov. 26].

B•T

TIME Inc. offer, it is presumed, will be for whole package (WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids; WTCN-AM-TV Minneapolis and WFDF Flint). This would entail selling off one of existing Time Inc.'s three properties in view of seven station multiple ownership limit. Gross bid apparently would be for Grand Rapids and possibly Flint, with Meredith interested in Minneapolis at $3.5 million, re-affirming former proposal. At least two important radio-tv groups reportedly are interested in Indianapolis property.

B•T

RESEARCH MONEY • More research to make more radio sales—that's word at Radio Advertising Bureau, which is setting aside more funds for that purpose in 1957 than ever before. In addition to its usual research activities, which run to about $75,000 annually, RAB board has set up $52,000 research reserve for special project or series of projects as need arises, plus $50,000 earmarked for specific project which officials aren't revealing yet but which they say could lead to changes in whole face of marketing.

COLUMBIA Records reportedly has picked up sponsorship of Arthur Godfrey's Talent Scouts *for Dec. 12 and 26 for holiday season. Although Columbia phonographs have used network tv before, this will be first time for records. McCann-Erickson, New York, is agency.*

B•T

PAY-TV TIME-TABLE • Complete digest of subscription tv data, including testimony before committees of Congress, should be in hands of FCC from its staff by mid-January. FCC then is expected to begin consideration of hotly controverted topic and determine whether: (1) it has jurisdiction under existing law to authorize subscription method; (2) whether it should allow experimental operation to test public reaction, or (3) whether it should pass buck to Congress for consideration of legislative action.

B•T

FCC feels its pay-tv time-table is in keeping with Congressional attitude, since Commission was told last year that it's first and foremost problem was tv allocations, with which it is grappling.

B•T

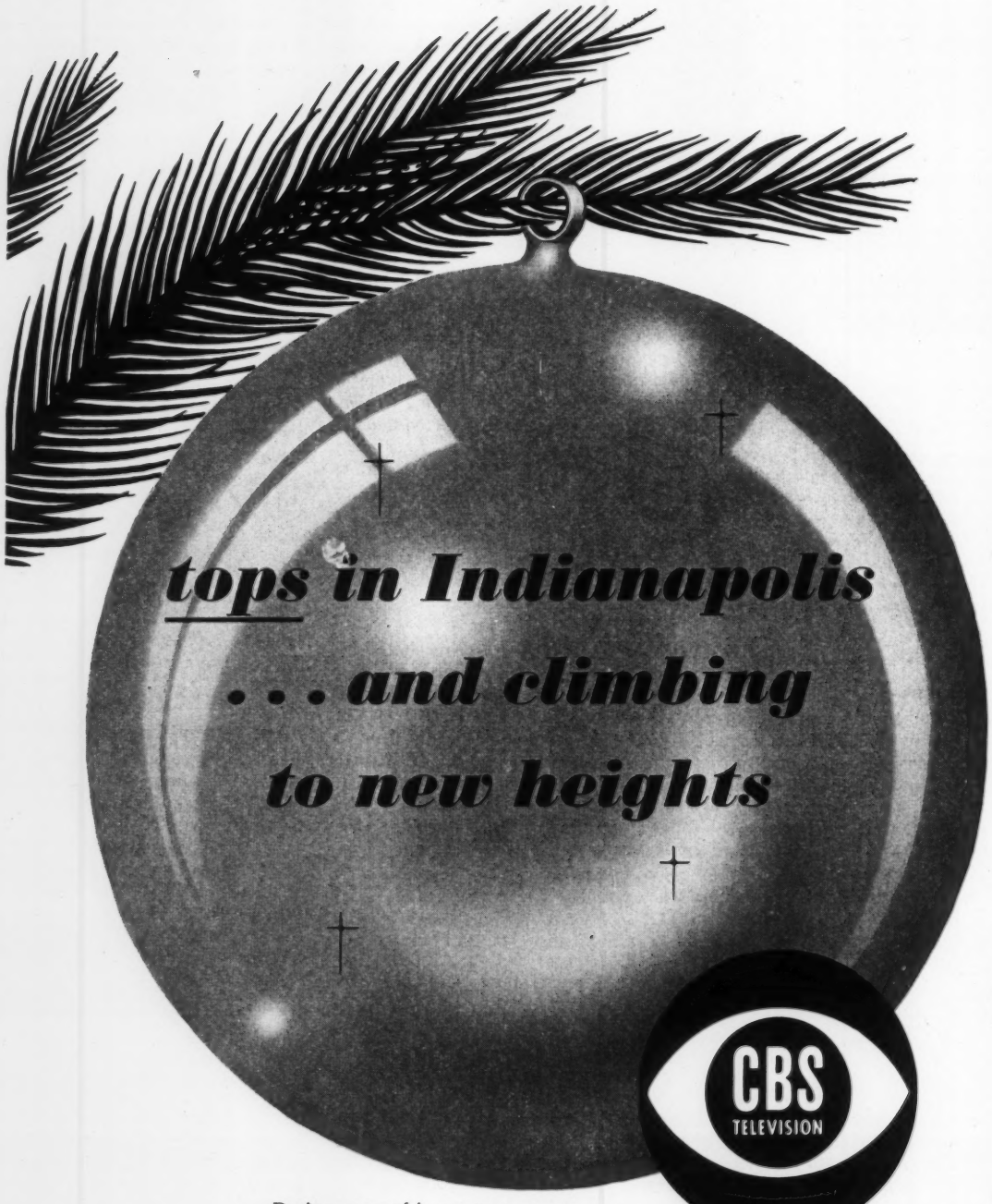
RADIO RATE RISE • WGN Chicago shortly will announce daytime rate increase, averaging 22% with maximum of 40%, effective Jan. 1. Usual six-month protection will be given, with nighttime rates remaining unchanged. Ward Quaal, vice president and general manager, increased WGN-TV rates effective Sept. 1 (average of 20%), establishing top rate at $1,800 per hour.

B•T

BELIEING "tight money" market, Stauffer Publications Inc. last Thursday completed transaction with Kidder, Peabody & Co. for $2 million loan to run 10 years at 5½% interest for its $6.5 million-plus acquisition of Capper Publications' properties, including WIBW-AM-TV Topeka [B•T, Nov. 5]. Another Capper station, KCKN Kansas City, Kans., has been sold for $110,000 to Cy Blumenthal (WARL Arlington, Va.) and associates in transaction subject to FCC approval. Loan was negotiated by Robert E. Grant, Kidder vice president, with Oscar Stauffer.

B•T

HELP WANTED • Expansion of NBC News personnel is planned in immediate future to staff NBC Radio's new hot news format. Also imminent are several appointments on foreign staff, which would be accomplished through replacements and transfers.



Ratings proved it a year ago—
they're still proving it today! Ever increasing
viewership, exciting programming,
top-flight facilities *keep* WISH-TV *the*
dominant station in Indianapolis.

For availabilities, see the Bolling Company.

WISH-TV
channel 8

at deadline

CUNNINGHAM & WALSH TAKES 3 AGENCIES UNDER NAME; WILL BILL $50 MILLION

NEW CONCEPT of national advertising agency service announced Friday by John Cunningham, president of Cunningham & Walsh, New York, in disclosure that C&W, Brisacher & Wheeler & Staff, San Francisco, The Mayers Co., Los Angeles, and C&W Chicago (formerly Ivan Hill Inc.) will be consolidated as of Jan. 1 into one national advertising agency under Cunningham & Walsh name with an estimated $50 million in billing and 500 employes. C&W board will have representatives from each office: Franklin C. Wheeler and Robert Brisacher from San Francisco; Henry Mayers, Los Angeles, and Ivan Hill, Chicago.

Mr. Wheeler continues as president of Brisacher & Wheeler Div. of C&W, Mr. Mayers as president of Mayer Co. Div., and Ivan Hill as executive vice president of C&W.

New concept, Mr. Cunningham said, was result of advertisers' need of agency with country-wide knowledge of local and regional markets. Under consolidation there will be one class of common stock, one board of directors, and national management committee will be formed with representatives of each office which in turn will be responsible for interoffice policy, recommendations and operating procedure. One feature of new plan will be exchange of marketing, merchandising and creative personnel between offices for from two to three months. All offices will participate in C&W's promotion, "The Man from C&W."

Brisacher & Wheeler & Staff brings $5 million in billing. Agency was formed in 1919 by late Emil Brisacher. President Franklin C. Wheeler, Executive Vice President Walton Purdon, Vice Presidents Robert Brisacher, Clifford Ball, Bradford Collins, Ettore Firenze, Lester Freedman and Howard Gossage remain in office. Richard Ide, who has been vice president and manager of New York office of B&W&S, becomes executive of C&W in New York.

Mayers Co. brings $3.5 million in billing, which includes recently acquired Sears, Roebuck account plus other food, financial, industrial and public utility accounts.

Kintner to Miss NBC Meet; 9 Major Pronouncements Scheduled

ONE top level executive face will be missing at NBC celebration at Miami this week—that of Robert E. Kintner, former ABC president who joins NBC as executive vice president Jan. 1. He's staying away in scrupulous compliance with terms of his departing agreement with ABC which prevents his going to work for NBC before first of year.

Highlights at Miami meeting (see story page 32), according to insiders, will be: (1) address of President Robert W. Sarnoff at 30th anniversary banquet Thursday night, slated to offer more than flag-waving over three decades of achievements. He plans to address himself to number of major industry problems, including government investigations, future of radio and network coverage of top-magnitude public affairs, such as U.N. crisis sessions; (2) word on major changes in NBC-TV's nighttime programming and some morning and afternoon changes at Friday business session—Emanuel (Manie) Sacks, new tv program vice president, planned to take his key executives to Miami past weekend for concentrated skull sessions to complete thinking on revised lineups; (3) NBC officials expect all NBC-TV basic stations, 85% of all tv affiliates and 80% of all NBC Radio affiliates to attend Miami convention.

Big Ten Again Will Fight NCAA Football Restrictions

BIG TEN promised Friday it will carry fight for loosening NCAA football tv restrictions to latter's own television committee and perhaps floor of association's national convention in St. Louis Jan. 9-11.

Western Conference tv group authorized to recommend that NCAA controls be limited to designating number of appearances (three) any school may have on tv, whether national, regional or local. Individual NCAA members would negotiate own tv arrangements. Big Ten team appearances past year were limited to one national and five regional dates by NCAA television committee. Recommendation adopted by Big Ten's faculty representatives and athletic directors. Doug Mills, U. of Illinois, is district representative on NCAA tv committee.

Move to Plug Tax Loophole Alarms Coast Star-Producers

NEW personal holding company tax law regulations, proposed by Treasury Dept., have caused stir in Hollywood star and independent production circles. Regulations seek to plug loopholes in personal company tax laws whereby such firms now can use own personal services of star-owner and outside money to package complete programs (both motion picture and tv) independently. Public has to Dec. 15 to protest, after which Treasury's Internal Revenue Bureau issues final rules.

Regulations would be retroactive to 1954, it is understood, and could wreak financial havoc with number of Hollywood entities who have formed such companies to produce tv shows or movies for themselves—rather than for third party networks or studios, according to observers. Star normally has been taking less salary from his firm than that which network or sponsor pays to corporation for package, thus obtaining more favorable tax position. Hollywood claims tax proposal is discriminatory to entertainment industry and will destroy artistic initiative.

RCA Board Declares Dividends

RCA board has declared extra 50 cent dividend and regular quarterly dividend of 25 cents per common share, Brig. Gen. David Sarnoff, board chairman, announced Friday. Dividends are payable Jan. 28 to stockholders on record at close of business Dec. 19. Also declared was 87½ cent dividend per share on first preferred stock for Jan. 1-March 31, 1957, payable April 1 to stockholders on record at close of business March 11.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

DALY'S SPONSOR • General Cigar Co. (Robert Burns cigars and cigarillos, White Owl cigars, other tobacco products), N. Y., signed effective today (Mon.) for all of *John Daly and the News* (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST). Reportedly contract would represent more than $2 million gross. Agency: Young & Rubicam, N. Y.

FILLS BREACH • Interim sponsorship of CBS-TV's *Phil Silvers Show* by J. B. Williams Co. (Lectric Shave, Ice Blue Aqua-Velva), Glastonbury, Conn., for six weeks (three full shows, three "cross-plugs"), effective Jan. 8, expected to be announcd this week. Williams will be "relieving" Amana Refrigeration Inc., Amana, Iowa, regular alternate sponsor (with R. J. Reynolds Tobacco Co.). It's understood Amana wants to let up on advertising following Christmas season. Refrigeration firm is expected to return to series after 6-week hiatus. J. Walter Thompson Co. is agency for Williams.

AGAIN • Seeck & Kade (Pertussin) planning second group of secondary radio markets to start Dec. 31, using about 60 stations for 13 weeks. McCann-Erickson, N. Y., is agency.

TV FOR YEAST • National Brands Div. (Ironized yeast), N. Y., buying minute tv spots starting Jan. 6 in 35 tv markets for 16 weeks. Agency: Thompson-Koch Co., N. Y.

PINKHAM SPOTS • Lydia Pinkham Medicine Co., Lynn, Mass., through Harry B. Cohen, N. Y., buying radio spot announcement campaign to start Jan. 7 and run for 20 weeks.

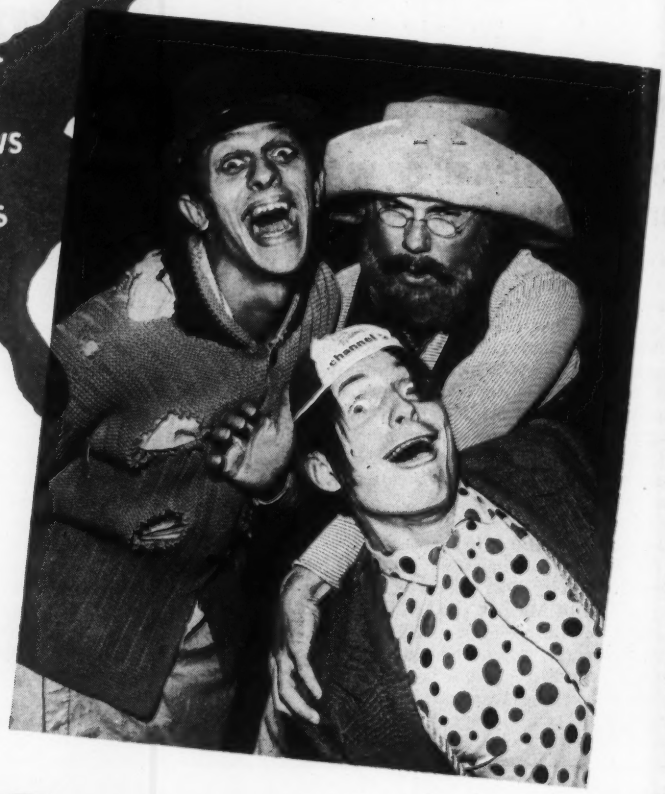
LISTERINE BUYING • Lambert Pharmacal Co. (Listerine antiseptic), N. Y., buying radio spot announcement campaign to start Jan. 1 for 13 weeks in 38 markets. Lambert & Feasley, N. Y., agency for Listerine, also mulling radio network participations.

DELAYED • Chesterfield cigarettes, N. Y., through McCann-Erickson, N. Y., originally planning to start 13-week radio spot announcement campaign Jan. 6, has delayed starting date to Feb. 4. Approximately 100 markets involved.

COMPTON FOR HINES • Duncan Hines cake mix, formerly serviced by Gardner Adv., St. Louis, has named Compton Adv., N. Y., to handle advertising. Other Duncan Hines mixes, for muffins, etc., will remain with Gardner. Procter & Gamble now owns Duncan Hines Co. Cake mix will run approximately $900,000 in billing.

Continues on page 9

National Sponsors Agree



IN PHOENIX it's KPHO-TV's Wallace

Phoenix children are eager-beaver followers of the "It's Wallace?" Show. Wallace Snead, Goldust Charlie and Ladmo, stars of the show, sell, sell, SELL throughout an hour of first run Warner Brothers Cartoons. Two Phoenix stores sold 1,440 pairs of Gold Rivet Jeans as a result of only three weeks' promotion.

The Wallace show enjoys the highest cumulative daytime rating in Phoenix — topping KPHO-TV's "Trailtime" in second place. "It's Wallace?" is the ONLY local TV show in the TOP TEN.*

In less than a month Wallace received over 4,000 membership applications to the "Wallace Watchers" club. Each contained 25 cents club fee.

"It's Wallace?" is SRO for sponsors now, but make your reservations early for this "eager-buyer" audience.

June '56 ARB*

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Daly Hits Back at Critics Of Network Crisis Coverage

UNSCHEDULED blast at anti-network criticism for not programming full coverage of United Nations deliberations last month on Middle East crisis voiced late Thursday by ABC's John Daly, vice president in charge of news, public affairs, special events and sports, at Sylvania television awards banquet in New York (see story, page 92).

Mr. Daly, in accepting ABC's award for political convention coverage, took occasion to answer, noting "we do not feel that the industry or the networks have received fair consideration in criticisms of U. N. coverage" and defended networks' position because of "issue of balance involved." Sylvania's judges panel had pointed to failure of tv networks in U. N. coverage.

Sold: KWRN Reno, KROG Sonora

AMONG applications filed with FCC Friday seeking approval to station transfers was $37,275 sale of KWRN Reno, Nev., from KWRN Inc. to Radioreno Inc. Radioreno is comprised of equal partners James F. Hadlock, owner of Los Angeles advertising-production agency; William H. Welsh, director of special events, KTTV (TV) Los Angeles, and Gerald A. Simmonds, KTTV account executive. KWRN, 250 w ABC affiliate on 1230 kc, had $7,372 deficit through last June, according to station's June 30 balance sheet.

Also sold Friday, subject to FCC approval, was KROG Sonora, Calif., for $30,000. Brewster E. Ferrel is selling 250 w KROG (1450 kc) to Walter T. Eggers, chief engineer of station, and George E. Johnstad, San Francisco water company employe.

ABC to Cover Sugar Bowl

ABC reported Friday it will carry Sugar Bowl football classic (Tennessee vs. Baylor), exclusively, on radio and tv Jan. 1 (beginning at 2 p.m. EST).

Investment Fund Assets Up 25%

TELEVISION Electronics Fund Inc., investment organization, Friday reported net assets of $132,618,446 for fiscal year ended Oct. 31, representing over 25% increase over total year ago. Net asset value per share rose from $11.06 to $11.97, according to Chester D. Tripp, TEF president.

Film Quality Problems Go Before Professional Meets

FILM PRODUCERS Assn. of New York announced Friday it has scheduled meetings with various film crafts in order to solve some of mutual problems relative to film production quality. Committee already has met with group of 12 New York film laboratory executives and plans to confer later with other crafts.

FPA, which is cooperating with Lever Bros. in project to upgrade film quality [B•T, Nov. 5], has scheduled seminar on subject for early next year and will provide Lever agencies with preview of seminar on Dec. 17. FPA committee members include Robert Lawrence, president, Robert Lawrence Productions, and FPA president; Walter Lowendahl, executive vice president, Transfilm Inc.; Peter J. Mooney, secretary-treasurer, Audio Productions; David Pincus, president, Caravel Films, and Walter Kullberg, general manager, Sound Masters Inc. Committee of laboratories created to work with FPA group consists of Robert Crane, Color Service Labs, chairman; Arthur Miller, Pathe Labs; Sam Schlein, DeLuxe; L. Feldman, Du Art; Ben Bloom, Movielab; Douglas Yates, Consolidated, and Paul Guffanti, Guffanti Labs.

Am Actions Argued in Court

FCC's grant of new am outlet in Hartselle, Ala., last January (now WHRT on 860 kc with 250 w, daytime) and denial of application by WERD Atlanta, Ga., for increased power on same frequency (it operates with 1 kw) argued in U. S. Court of Appeals in Washington Friday. Commission maintained Hartselle grant in public interest because it brought first station to community. WERD claimed modification should have been granted because of its specialized service (it is programmed for Negro populace of Atlanta and environs). FCC counsel questioned by bench as to whether FCC considered this factor in arriving at decision. Sitting were Circuit Judges Henry W. Edgerton, Charles A. Danaher and Walter M. Bastian.

Niles to Gross $1.2 Million

FRED A. NILES Productions, Chicago-Hollywood film company, will gross slightly less than $1.2 million for 1956, it was announced Friday by Fred A. Niles, president of firm. In reviewing first year of operation, he expressed belief best future prospects lay in "greater creativity" in tv spot production, offering of additional services and "greater attention" to tv shows with midwestern flavor.

Tv Film Producers Elect

ALLIANCE of Television Film Producers, Hollywood, Friday announced following new officers: president, John Zinn, general manager of Chertok Productions; vice president, Maurice Unger, vice president of Ziv Tv Programs Inc.; secretary, Jack Findlater, vice president of Revue Productions; treasurer, Maurice Morton, vice president of McCadden Corp. Named to serve on executive committee were Hal Roach Jr., president of Hal Roach Studios; Armand L. Schaefer, president of Flying A Pictures Inc., and Rudy Abel, associate producer of Robert Maxwell Assoc. ATFP represents majority of tv film producers on West Coast.

Tru-Sonic Microphone System

STEPHENS TRU-SONIC INC., Culver City, Calif., has completed major production run on new wireless microphone system, President Bert Berlant announced Friday. Miniature fm transmitter system is designed for radio-tv use.

PEOPLE

LAWRENCE TIBBETT, opera singer, reported by Mutual Friday to be considering weeknight MBS "good music" feature. Mr. Tibbett would act as host and moderator.

EVANS NORD, KELO Sioux Falls, elected president of South Dakota Broadcasters Assn. He succeeds **RAY EPPEL,** KORN Mitchell. **ROSS CASE,** KWAT Watertown, elected vice president; **JAMES SLACK,** KUSD Vermillion, secretary-treasurer.

JACK TRINDL, formerly in writing and production capacities at Vogue-Wright Studios, WGN-TV and WNBQ (TV) Chicago, to creative staff of Kling Film Enterprises Inc., same city.

AL MANUTI re-elected, without opposition, to another two-year term as president of New York Local 802, American Federation of Musicians. Others re-elected: **AL KNOPF,** vice president; **HY JAFFE,** treasurer, and **ALDO RICCI,** incumbent secretary who won over **ANDY PINO.**

CHARLES A. PALMA, assistant film editor, Transfilm Inc., promoted to editor, and **ROBERT FIRESTONE,** apprentice at company. named assistant film editor.

BILL FISCHBACH, continuity director, WLWD (TV) Dayton, to traffic manager. **MARJEAN BAUMGARDNER,** formerly with WTHI-TV Terre Haute, named as his successor.

• BUSINESS BRIEFLY

Continues from page 7

DENTYNE TV • American Chicle Co. (Dentyne chewing gum), N. Y., planning television spot campaign after first of year. Dancer-Fitzgerald-Sample, N. Y., still has specific details under wraps.

CRANBERRY CAMPAIGN • National Cranberry Assn., Hanson, Mass., buying two-week pre-Christmas radio spot announcement schedule in 13 markets through BBDO, N. Y.

RADIO FOR SANKA • General Foods (instant Sanka coffee), N. Y., buying two-week radio announcement campaign starting Dec. 19 on West Coast.

ARMOUR ALTERNATES • Armour & Co. (meats), Chicago, buys alternate Wednesdays on two NBC-TV strip programs—*It Could Be You* (12:30-1 p.m. EST) and *Matinee Theatre* (3-4 p.m. EST)—with early January starting date, both for 26 weeks. Agency: Tatham-Laird Inc., Chicago.

BUYS ON T-H-T • Wool Conversion (insulation products), St. Paul, buys 16 participations on NBC-TV's *Today-Home-Tonight* shows effective next February. Agency: Buchen Co., Chicago. Buy reportedly is first for firm on network tv.

HARD WATER SELL • Colgate Palmolive Co. (Vel beauty bar soap), planning to use tv spot campaign starting early in January. Vel beauty bar is used in hard-water areas. Agency: Carl S. Brown, N. Y.

SSS SPOTS • SSS Co. (tonic), Atlanta, buying radio spot schedule throughout southern area. Audrey S. Ferguson, media director for Day, Harris, Hargrett & Weinstein, Atlanta, is placing orders.

SOUTHERN CLIENTS • Parker Pen Mexicana, El Salvador Coats & Clark (paper), and United Shoe & Leather have appointed Kenyon & Eckhardt de Mexico S. A., as agency, bringing total number of K&E accounts in Mexico City office to seven. Others are RCA Victor Mexican S. A., Joseph Holzer & Cia (importers of Omega and Tissot watches), Helene Curtis de Mexico and Ansa S. A. (Yardley toilet goods).

the week in brief

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Coercion against Westinghouse Broadcasting Co. to achieve Cleveland-Philadelphia stations swap is charged in civil antitrust suit 27

NBC'S 30TH BIRTHDAY

Pioneer network's officials, affiliates assemble in Miami Beach for four-day anniversary celebration 32

NBC NEWS SOLD, SWATTED

Bristol-Myers buys half-sponsorship of new NBC Radio news-on-the-hour package; SRA lambastes plan as new network invasion of station time .. 38

GM REVISES CO-OP AD PLAN

Dealer contributions to General Motors advertising are deleted in move seen as designed to block further federal probes 42

SPOT TV GOOD FOR TEXTILES

Narrow profit margin, seasonal turnover and intense competition require advertising that can be merchandised to manufacturer, retailer and public 46

CARBONA NAMES RY&M

$250,000 radio-tv spot campaign planned in New York area for early 1957; new account pushes broadcast share to 25% of total billings at Reach, Yates & Mattoon 53

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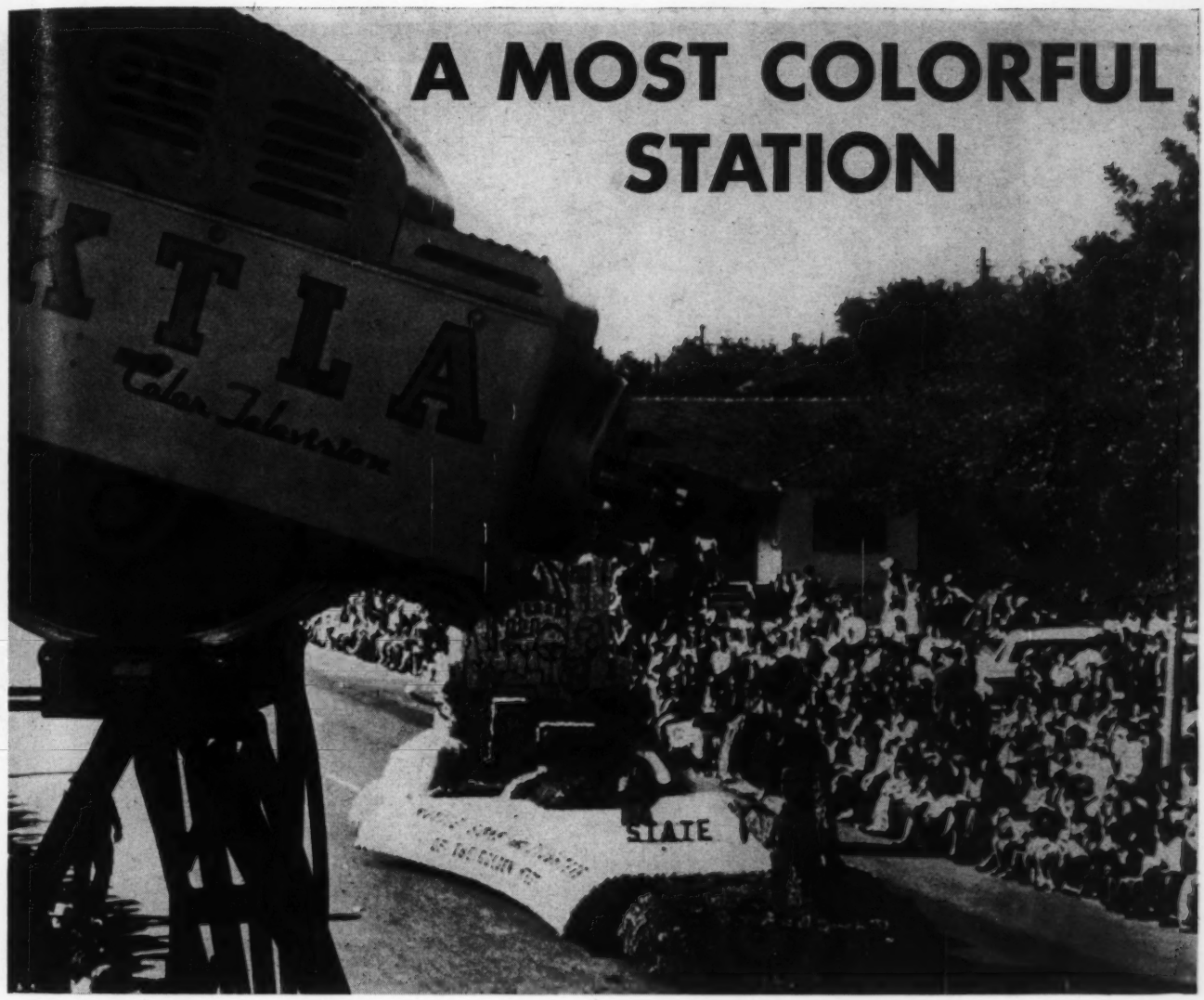


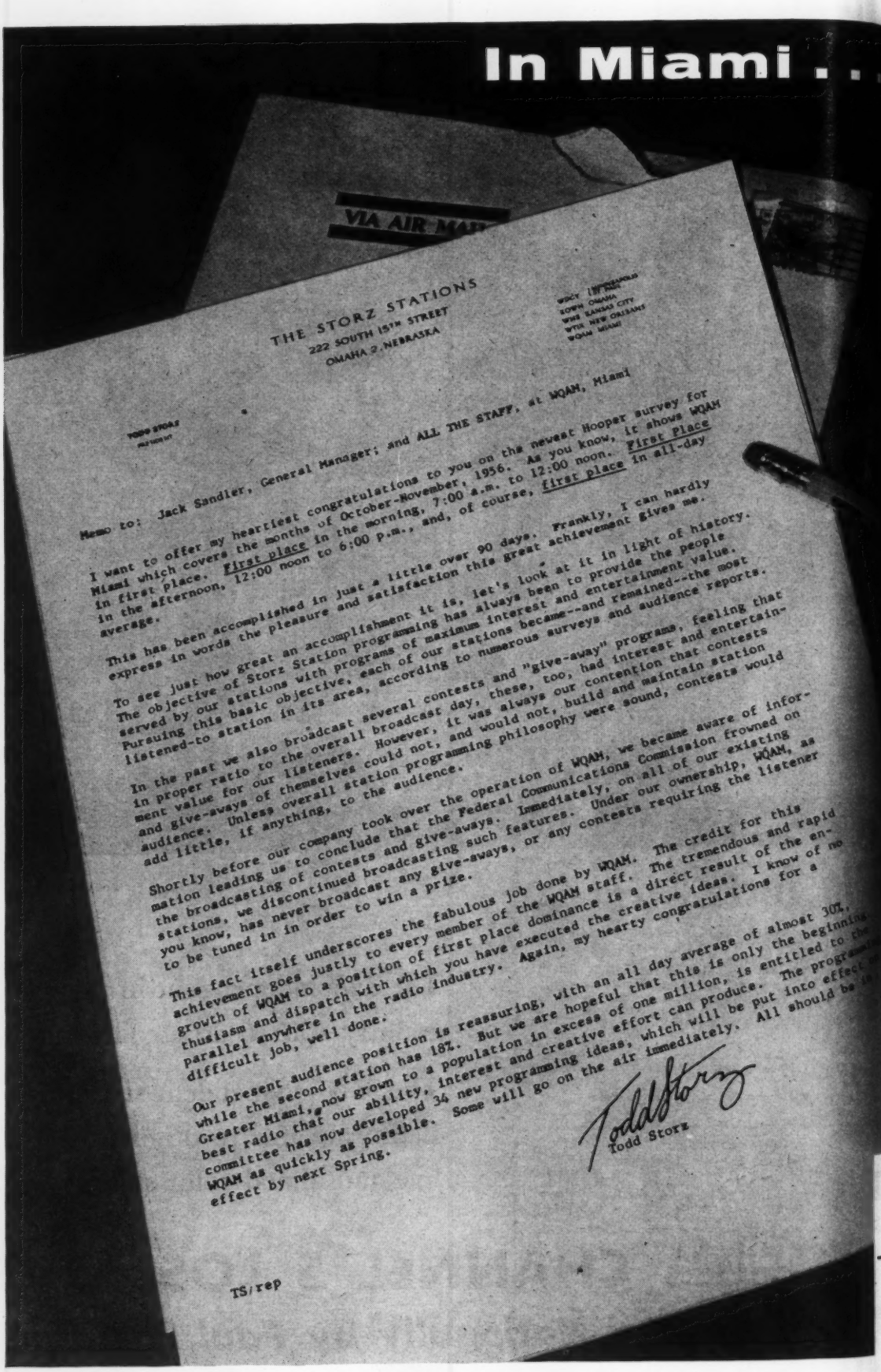
in fact...

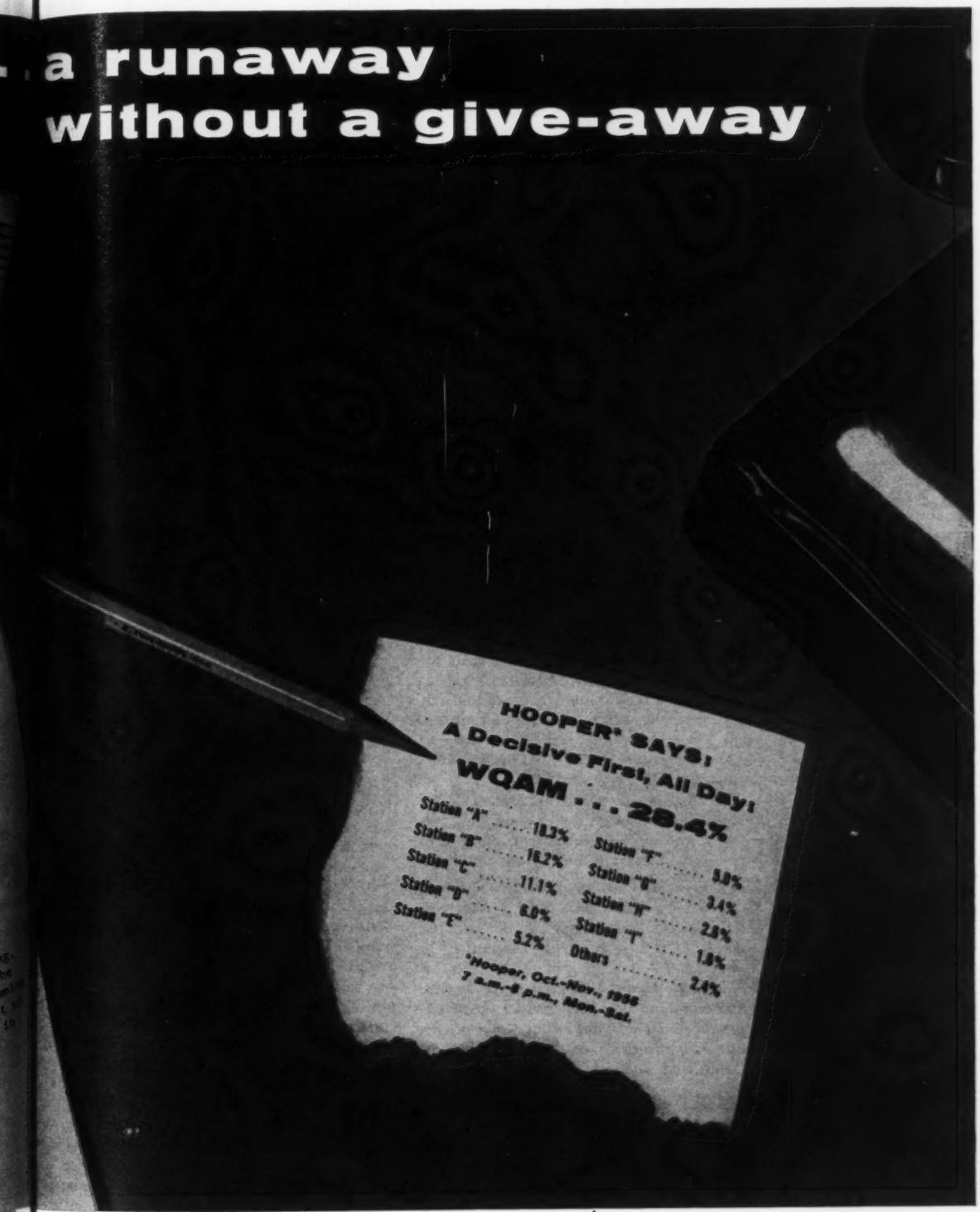
The *only* independent in the country able to do a color remote

The *only* independent station in California able to originate both live and filmed color shows.

KTLA CHANNEL 5 LOS ANGELES

Represented Nationally by Paul H. Raymer, Co.


In Miami . . .
VIA AIR MAIL
THE STORZ STATIONS
222 SOUTH 15TH STREET
OMAHA 2, NEBRASKA
WOAM MIAMI
Memo to: Jack Sandler, General Manager; and ALL THE STAFF, at WQAM, Miami
I want to offer my heartiest congratulations to you on the newest Hooper survey for Miami which covers the months of October-November, 1956. As you know, it shows WQAM in first place, first place in the morning, 7:00 a.m. to 12:00 noon. First Place in the afternoon, 12:00 noon to 6:00 p.m., and, of course, first place in all-day average.
This has been accomplished in just a little over 90 days. Frankly, I can hardly express in words the pleasure and satisfaction this great achievement gives me.
To see just how great an accomplishment it is, let's look at it in light of history. The objective of Storz Station programming has always been to provide the people served by our stations with programs of maximum interest and entertainment value. Pursuing this basic objective, each of our stations became--and remained--the most listened-to station in its area, according to numerous surveys and audience reports.
In the past we also broadcast several contests and "give-away" programs, feeling that in proper ratio to the overall broadcast day, these, too, had interest and entertainment value for our listeners. However, it was always our contention that contests and give-aways of themselves could not, and would not, build and maintain station audience. Unless overall station programming philosophy were sound, contests would add little, if anything, to the audience.
Shortly before our company took over the operation of WQAM, we became aware of information leading us to conclude that the Federal Communications Commission frowned on the broadcasting of contests and give-aways. Immediately, on all of our existing stations, we discontinued broadcasting such features. Under our ownership, WQAM, as you know, has never broadcast any give-aways, or any contests requiring the listener to be tuned in in order to win a prize.
This fact itself underscores the fabulous job done by WQAM. The credit for this achievement goes justly to every member of the WQAM staff. The credit for this growth of WQAM to a position of first place dominance is a direct result of the enthusiasm and dispatch with which you have executed the creative ideas. I know of no parallel anywhere in the radio industry. Again, my hearty congratulations for a difficult job, well done.
Our present audience position is reassuring, with an all day average of almost 30%, while the second station has 18%. But we are hopeful that this is only the beginning. Greater Miami, now grown to a population in excess of one million, is entitled to the best radio that our ability, interest and creative effort can produce. The programming committee has now developed 34 new programming ideas, which will be put into effect at WQAM as quickly as possible. Some will go on the air immediately. All should be in effect by next Spring.
Todd Storz
Todd Storz
TS/rep



The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

TOP RATING IN CINCINNATI!

the
ELLERY QUEEN
series
starring
HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.
*24.7 Pulse 9/10/56

tpa

488 Madison Ave.
New York 22
PLaza 5-2100

IN REVIEW

THE JAZZ AGE

PLOT-WISE, as they say in certain gray-flanneled precincts, NBC-TV's *Project XX* couldn't have come up with a better story than the period F. Scott Fitzgerald dubbed "The Jazz Age." It began with the bang of the last bullet fired Nov. 11, 1918, and died with the whimper of the Dow-Jones tickers on Wall St. 10 years later.

As the companion piece to *Project XX's* earlier venture this season, "The Great War," last Thursday's hour-long reconstruction of 1919-29 proved that Henry (Pete) Salomon & Co. could do just as well—if not better—with topics that did not deal almost exclusively with war, dictators and military might. Moreover, as contrasted with some of their earlier efforts, which tended to be somewhat overwritten, "The Jazz Age" was tied together by prose that was eloquent in its simple witty style. Samples: of Queen Marie of Rumania—"she could smell the money of ballyhoo way off in the Balkans"; of prohibition—"the rum-runners obeyed the law of supply and demand, but broke all others"; of the "vamps"—"they were Shebas looking for their sheep."

Yet, what made "The Jazz Age" was not so much the script as its delivery. It seems ironic that the late Fred Allen, who simply couldn't make a go of television while he was alive, should have come out so well after death. It was not just luck that made NBC-TV pick Mr. Allen for the role of social commentator; it was showmanship.

When all was said and done, we had but one reservation: namely, that the producers spent too much time (and film) trying to prove that this was, indeed, the Era of Wonderful Nonsense.

That's all we have to say, except for a note of caution to you parents of the Presley cult: you're going to have to do an awful lot of explaining in the weeks to come . . .

Production costs: Approximately $125,000. Sponsored by North American Philips Co. (Norelco shavers) through C. J. LaRoche & Co., Thurs., Dec. 6 (10-11 p.m. EST) on NBC-TV.

Produced by Henry Salomon; script by Mr. Salomon and Richard Hanser; assistant producer: Don Hyatt; editor: Isaac Kleinerman; narrator: Fred Allen; score: Robert Russell Bennett.

SECRET LIFE OF DANNY KAYE

ON DEC. 2, CBS-TV let the American public in on a hitherto unrevealed international secret which also is being disclosed to the tv public of 22 other countries, from Australia to Yugoslavia, by their own television broadcasting organizations.

The secret is simple: The children of the world have unanimously united into a global Danny Kaye fan club. The potential impact of that simple secret could be a mammoth political force for world peace.

What was shown in the 90-minute program filmed by the *See It Now* staff was Danny Kaye entertaining the children of the world, with words where he had words the children could understand, without words where he didn't have them, but always with magnificent success. Well or sick, whole or maimed—and many of the performances were put on in hospitals, clinics and the like—all the kids loved every minute of Mr. Kaye's inspired clowning.

Here, for the most part, was 90 minutes of laughter that was never far from tears, 90 minutes of Danny Kaye and hundreds of youngsters, some crippled with polio, some blinded with trichoma, some eaten with leprosy and some healthy, but all with smiles that revealed teeth in a condition that would be deplorable by American standards.

Here, for every second of the 90 minutes, was the kind of propaganda every cause dreams of; here were thousands of children whose momentary happiness in the presence of Danny Kaye underlined their permanent helplessness; here, as they drank UNICEF milk, used UNICEF salve or bared their arms for shots of UNICEF vaccine, these children told the UNICEF story so plainly that no appeal had to be spoken. Here was tv at its public service best.

Sponsored by Pan-American World Airways through J. Walter Thompson Co. and Shulton Inc. through Wesley Assoc. on CBS-TV, Sun., Dec. 2, 5-6:30 p.m. EST. Produced & edited by Edward R. Murrow & Fred W. Friendly. Assoc. producer: Palmer Williams; asst. producer: Ed Jones; reporters: Ed Scott, Gene DePoris; cameramen: Charles Mack, Leo Rossi, William McClure; sound technicians: Robert Huttenlock, Dave Blumgart, Maurice Reitberger; film editors: William Thompson, F. Howard O'Neill, Mili Lerner; special contributors: Sylvia (Fine) Kaye and Sammy Prager.

TRIBUTE TO T.D.

"DIGNIFIED" would hardly be the word to describe the hour-long musical wake Herbert John Gleason held for his fellow Irishman, the late Tommy Dorsey, a week ago Saturday night. In contrast to the tribute NBC-TV's *Tonight* paid the late Fred Allen earlier this year, the Gleason-CBS-TV stanza was hamstrung with a maudlin script simply oozing with trite platitudes and punctuated by cliches. (But then, Mr. Dorsey was a bandleader, while Mr. Allen was *only* a brilliant humorist, and we know how welcome *they* are on tv, alive or dead).

Once Mr. Gleason stopped talking, things got better. Loud, brassy and memory-provoking, here was a spectacular that would probably have delighted the Sentimental Gentleman of Swing. Gathered on two soundstages, in New York and Los Angeles, were most of TD's old colleagues, running the gamut of his band's repertoire, from "Royal Garden Blues" to "Opus No. 1" and back again. Frankly, we weren't half as impressed by the names of those Hollywood and Tin Pan Alley stars—twinkling and extinguished—who dropped in to do their bit, as by their vast number. That most of them had been spawned by the Dorsey organization during the past two decades was almost unbelievable. There were not only such stars as Jo Stafford, Bob Crosby, Connie Haines, Tex Benecke, Dick Haymes, the Pied Pipers, Charlie Barnet, Count Basie, Sy Oliver, et. al., but more orchestra sidemen than you could shake a baton at.

Costume by Clare Potter

You feel very special on Red Carpet* flights

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You *are.* And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

World's fastest airliners—United DC-7s! Red Carpet nonstop flights: New York-San Francisco, New York-Los Angeles, Chicago-San Francisco, Chicago-Los Angeles, Washington, D.C.-San Francisco, Los Angeles-Seattle, California-Hawaii.

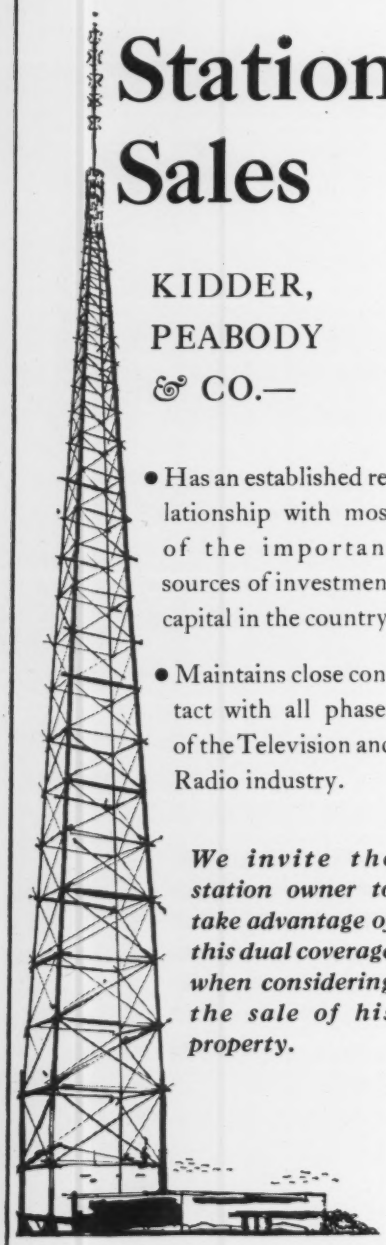
*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



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Offices and correspondents in thirty other principal cities in the United States

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Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

OPEN MIKE

Newspapers and Tv

EDITOR:

I was very interested in the article in your Nov. 19 issue comparing tv and newspaper audiences and costs. I would like to pose a question with respect to the statement (quoted from Pulse study) that "the findings show that on an all-home basis the average person spends 34 minutes a day with newspapers and 1 hour 45 minutes with television . . .": How much advertising exposure opportunity is represented (out of the total daily advertising content of the two media) by 34 minutes a day with newspapers, and 1 hour and 45 minutes a day with tv?

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This letter is not intended to minimize the selling power of tv. The record speaks for itself. I simply felt compelled to point out, in specific connection with the Pulse study in your article, that there is another side of the coin . . . in favor of newspapers.

Arch Crist
BBDO, Minneapolis, Minn.

[EDITOR'S NOTE: To present both sides of the coin, B•T showed Mr. Crist's letter to TvB, whose presentation to a New York advertiser-agency group touched off the discussion. Herewith are TvB's comments:]

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Mr. Crist's commentary, however, does invite some philosophizing: First, in regard to newspapers; the average individual spends 34 minutes per day with this medium; about 61% of all newspaper space is devoted to advertising (Media Records); 15% of all readers of a paper recall "glancing" (noting) at the average advertisement of 140 lines or more (Starch).

With these facts in mind, it is conjecturable that if *equivalent* time were devoted to every line (editorial and advertising) of a newspaper by the average reader, this would result in about 18 minutes of "advertising exposure opportunity" per reader per day; *but,* this figure should be appreciably reduced, for we all know that people, in reading newspapers, spend disproportionate time with editorial material (news, sports, comics, columns, cross-word puzles, etc.); the 15% "glancing" figure clearly indicates that while all readers of a paper may have the opportunity of being exposed to all ads, all readers simply don't avail themselves of the opportunity . . . in fact, see only three out of every 20 ads (Starch).

One other point is important: The myth, not math, of the longevity of the newspaper —and the "additional advertising exposure opportunity" that this affords the advertiser. But, and the *national* finding is corroborated by what TvB discovered in Chicago last March—90% of all references to newspapers during a 24-hour period were one-time-only references.

On the "tv side of the coin," it should be noted that the TvB study reported time spent with television on an *all*-home base. This includes the steadily-shrinking segment of the population, the non-tv home. On a *television home* base, the figure is projectible to over two and a quarter hours per person per day.

Applying a figure of 15% commercial time—of all broadcast time—to this viewing, then, the average person in the average day has an "advertising exposure opportunity" of 21 minutes of television commercials and actually *sees* these commercials.

One other point of philosophy—which of the two media does Mr. Crist feel the average individual will be more relaxed with, more susceptible to; which medium will be more persuasive; which medium will merit his attention and gratitude—the one with 60% "commercials" (newspapers) or television, with 15% commercials?

Gene Accas, Vice Pres.
Television Bureau of Advertising
New York, N. Y.

Powerful Tool

EDITOR:

Who says radio has to take a back seat? On Nov. 1, a severe snow storm hit the Rocky Mountain Empire. In fact, blizzard conditions prevailed for two days. Roads were blocked—people were stranded. The only form of communication was radio. The KGOS news room was flooded with phone calls—people wanting to know if there would be school today, were the roads open. For two days KGOS informed the people of eastern Wyoming and western Nebraska of road conditions, helped find missing persons and relayed messages via the air. Here is one of many letters received after the storm was over.

> "We wish to give our sincere thanks to KGOS and your staff for the kind help you gave to help find our parents and husband and son who were stranded in the More Springs area. You spared us many hours of worry."

I think many of us fail to realize the powerful tool which we have in radio and the services which we can render in time of need.

Kerm Kath, Mgr.
KGOS Torrington, Wyo.

The new advertising strategy based on Politz research

Radio — and *only* radio — can sell your potential customer while she is occupied with other things. Radio is her constant companion, following her wherever she goes.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach.

Alfred Politz Research Inc. collected the important facts on which this new technique is based. This highly respected research firm discovered that even in areas where television is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen!

Not in just one — but in 5 separate markets, the Politz studies show that people *trust*, *respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice Story is in a presentation which is now ready at all Christal offices. Call now and arrange for a demonstration.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

for January release!

52 true dramas
of suspense, fear, and fighting courage...
from TV's most successful adventure series!

CRUSADER

starring BRIAN KEITH ...a man with a mission

Local and regional advertisers will welcome this opportunity to catapult their sales with a great network hit.

CRUSADER *is rounding out 65 smash weeks for Camels and Colgate-Palmolive on CBS TV. Its 12-month average Nielsen rating of 22.1 tops the average rating for all other dramatic series*. Each half hour is beautifully cast and produced . . . based on official records . . . packs a terrific wallop for the entire family. High drama, high ratings, higher and higher sales!—all yours when you say* **CRUSADER** *to MCA. Say it today.*

Flash! Latest October Nielsen* **28.3

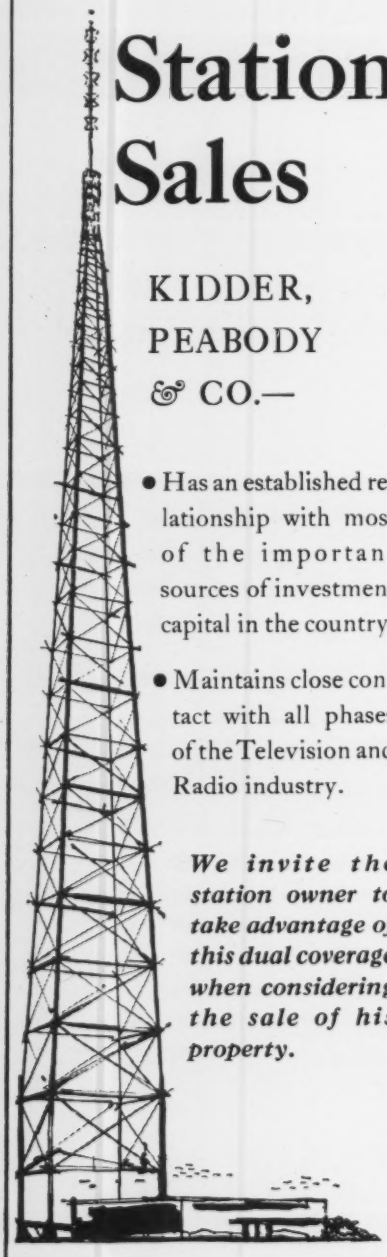
MCATV America's No. 1 Distributor of TV Film Programs

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



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FOUNDED 1865

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It is important to Mr. Crist and anyone else learning of the recent TvB national study, as conducted by Pulse, to realize that fundamentally, in an advertising world of mixed metaphors, apple-and-pomegranate research and elastic yardsticks, TvB has developed a basic, primary tool of media measurement—time spent. This is as far as the current study is intended to go. Subsequent studies will investigate other areas of media comparisons—from the standpoint of direct comparability, a quality hitherto lacking in "incomparable comparisons."

Mr. Crist's commentary, however, does invite some philosophizing: First, in regard to newspapers; the average individual spends 34 minutes per day with this medium; about 61% of all newspaper space is devoted to advertising (Media Records); 15% of all readers of a paper recall "glancing" (noting) at the average advertisement of 140 lines or more (Starch).

With these facts in mind, it is conjecturable that if *equivalent* time were devoted to every line (editorial and advertising) of a newspaper by the average reader, this would result in about 18 minutes of "advertising exposure opportunity" per reader per day; *but,* this figure should be appreciably reduced, for we all know that people, in reading newspapers, spend disproportionate time with editorial material (news, sports, comics, columns, cross-word puzles, etc.); the 15% "glancing" figure clearly indicates that while all readers of a paper may have the opportunity of being exposed to all ads, all readers simply don't avail themselves of the opportunity . . . in fact, see only three out of every 20 ads (Starch).

One other point is important: The myth, not math, of the longevity of the newspaper —and the "additional advertising exposure opportunity" that this affords the advertiser. But, and the *national* finding is corroborated by what TvB discovered in Chicago last March—90% of all references to newspapers during a 24-hour period were one-time-only references.

On the "tv side of the coin," it should be noted that the TvB study reported time spent with television on an *all*-home base. This includes the steadily-shrinking segment of the population, the non-tv home. On a *television home* base, the figure is projectible to over two and a quarter hours per person per day.

Applying a figure of 15% commercial time—of all broadcast time—to this viewing, then, the average person in the average day has an "advertising exposure opportunity" of 21 minutes of television commercials and actually *sees* these commercials.

One other point of philosophy—which of the two media does Mr. Crist feel the average individual will be more relaxed with, more susceptible to; which medium will be more persuasive; which medium will merit his attention and gratitude—the one with 60% "commercials" (newspapers) or television, with 15% commercials?

Gene Accas, Vice Pres.
Television Bureau of Advertising
New York, N. Y.

Powerful Tool

EDITOR:

Who says radio has to take a back seat? On Nov. 1, a severe snow storm hit the Rocky Mountain Empire. In fact, blizzard conditions prevailed for two days. Roads were blocked—people were stranded. The only form of communication was radio. The KGOS news room was flooded with phone calls—people wanting to know if there would be school today, were the roads open. For two days KGOS informed the people of eastern Wyoming and western Nebraska of road conditions, helped find missing persons and relayed messages via the air. Here is one of many letters received after the storm was over.

> "We wish to give our sincere thanks to KGOS and your staff for the kind help you gave to help find our parents and husband and son who were stranded in the More Springs area. You spared us many hours of worry."

I think many of us fail to realize the powerful tool which we have in radio and the services which we can render in time of need.

Kerm Kath, Mgr.
KGOS Torrington, Wyo.

The new advertising strategy based on Politz research

Radio — and *only* radio — can sell your potential customer while she is occupied with other things. Radio is her constant companion, following her wherever she goes.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach.

Alfred Politz Research Inc. collected the important facts on which this new technique is based. This highly respected research firm discovered that even in areas where television is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen!

Not in just one — but in 5 separate markets, the Politz studies show that people *trust*, *respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice Story is in a presentation which is now ready at all Christal offices. Call now and arrange for a demonstration.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

for January release!

52 true dramas
of suspense, fear, and fighting courage...
from TV's most successful adventure series!

CRUSADER

starring BRIAN KEITH ...a man with a mission

Local and regional advertisers will welcome this opportunity to catapult their sales with a great network hit.

CRUSADER *is rounding out 65 smash weeks for Camels and Colgate-Palmolive on CBS TV. Its 12-month average Nielsen rating of 22.1 tops the average rating for all other dramatic series*. Each half hour is beautifully cast and produced . . . based on official records . . . packs a terrific wallop for the entire family. High drama, high ratings, higher and higher sales!—all yours when you say* **CRUSADER** *to MCA. Say it today.*

Flash! Latest October Nielsen-* **28.3

MCATV America's No. 1 Distributor of TV Film Programs

12

This month marks our 12th month in business. During our first year we worked hard and developed top facilities... acquired an outstanding staff of experts... and produced *pace-setting* TV commercials and shows with a new kind of creativity. If you would like to see the fruits of our year's labor, please write for a sample reel of TV spots.

The staff of Fred Niles Productions extends warm wishes for a very happy Holiday Season.

FAN

FRED A. NILES
Productions, Inc.
Films for theatre, TV & industry
22 W. HUBBARD ST., CHICAGO 10
In Hollywood: RKO-Pathe, Culver City

our respects

to PAUL JOHN MILLER

AT THE TIME Paul J. Miller moved to Wheeling, W. Va., 25 years ago, he already had spent more than a dozen years in the entertainment and business ends of radio dating back to 1918. Today, the Storer Broadcasting Co. vice president and managing director of WWVA-AM-FM Wheeling is sometimes known as Ohio Valley's "Mr. Radio," having spent the greatest part of his lifetime in radio in that region.

Paul John Miller, who was born Oct. 24, 1904, in Pittsburgh, knew more about radio as a high school lad of 14 than he did about the sketchy rules governing it when in 1918 an older fellow amateur warned him that World War I security efforts prohibited the operation without a license of his spark coil transmitter.

Not long afterward he again was on the air with his amateur W8AGX and later held broadcast licenses for WMBU and WCBF Pittsburgh, both short-lived efforts because of lack of financing. Upon his graduation from high school in 1922, he went to KQV, a pioneer station in Pittsburgh, to begin his commercial broadcasting career.

At KQV, Mr. Miller was operator, announcer and entertainer and he did everything around the station from tuning up the transmitter to announcing and playing the piano. When the station went on a commercial basis in 1926, he knew enough about engineering, although he had not completed studies at Carnegia Tech, to build the transmitter.

Mr. Miller continued to operate his W8AGX, and it was one of the few stations in the world that was heard by WNP, the MacMillan Arctic Expedition, in its explorations near the North Pole in 1925.

During those days one Pittsburgh newspaper said about him: "There may be more versatile individuals in Pittsburgh radio circles than Paul J. Miller of KQV, but we don't know them. Paul can perform almost any duty that arises around a broadcasting station. He plays the saxophone and piano and sings. . . . He designed the control panel in the new studios . . . and he has worked in the commercial end of the business, selling both time and receiving sets. In addition to all this, he is the station's principal sports announcer."

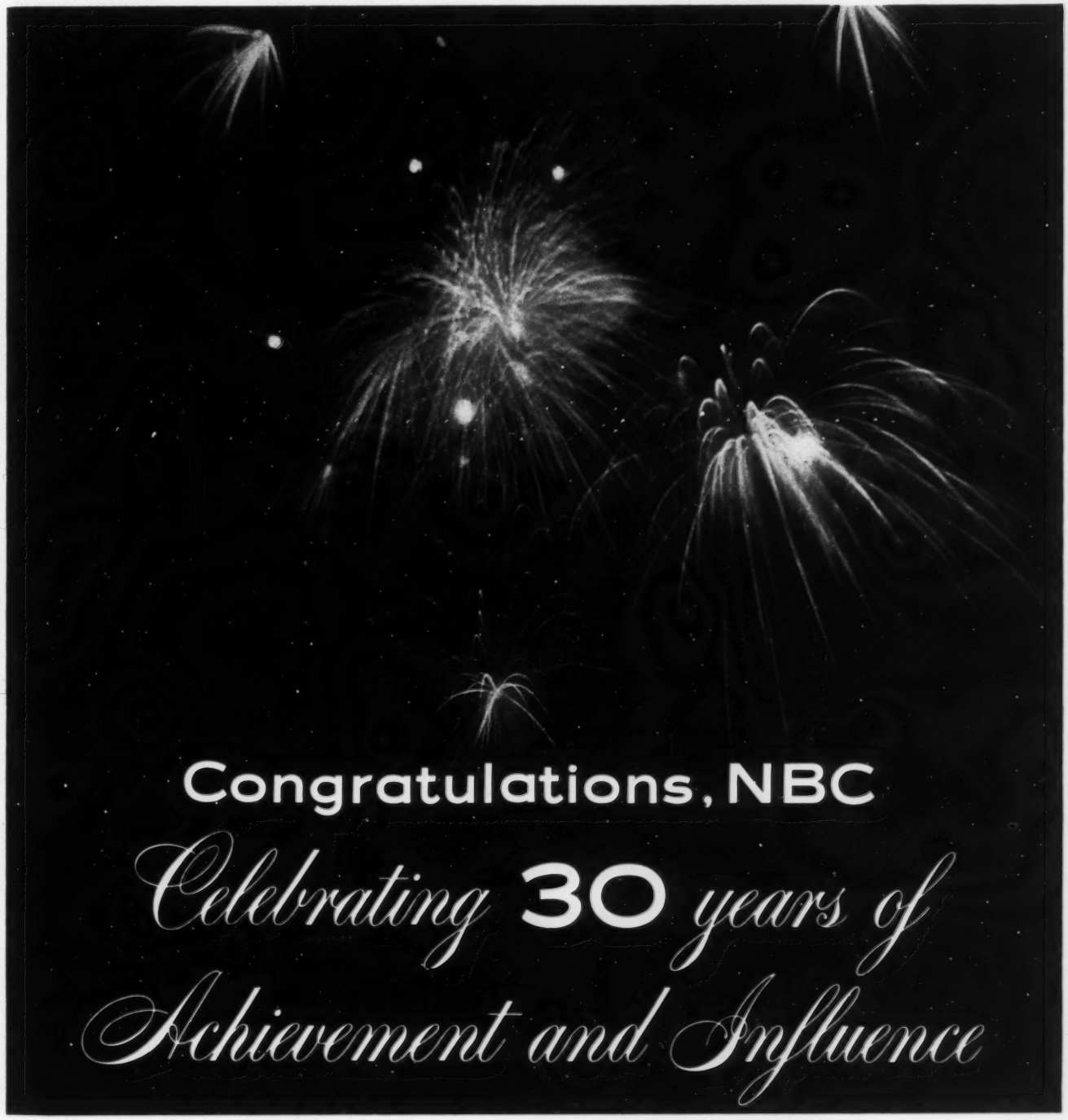
This sports chore was one of Mr. Miller's loves and he set out to make KQV a sports station. As one of radio's first sportscasters, he originated ideas that since have become standard in broadcasting. He began regular broadcasts of college football games played by Carnegia Tech, Duquesne and Pitt. When he couldn't attend games personally, he "re-created" broadcasts from the wires of Western Union, and with addition of band music and crowds cheering they sounded so much like the actual thing that his followers bet each other on whether he was actually at the field of play. He also had a pioneer quiz broadcast with prizes and made a broadcast from an Ohio River steamer. He became manager of KQV in 1928.

In 1931 he went down the river to join WWVA Wheeling, which had been on the air several years, as an announcer and entertainer, and helped originate the station's still-popular *Inquiring Mike*. There he met Vivian McDonald, then doing an organ program on WWVA, and married her. They live across the Ohio River at Martins Ferry.

At WWVA, the "Friendly Voice," he also worked in engineering, announcing and entertaining and continued until a few years ago to conduct the station's *Ohio Valley Football Reporter*. He later became production manager, then assistant managing director, and in 1953 was named managing director. A year ago he was elected a Storer vice president.

A past president of West Virginia Broadcasters Assn., active in the Masonic organization and in almost all local civic affairs, Mr. Miller plays a golf game in the high 80s. He is a believer of the "personal touch" approach in broadcasting and is known throughout the business as a master of mail order advertising. An example of the WWVA mail pull is a recent announcement on the station's Saturday night *WWVA Jamboree* (7:30 p.m.-midnight), which drew 10,000 pieces of mail from 550 counties in 23 northeastern states. Mr. Miller appeared as announcer and entertainer on the first *Jamboree* program 23 years ago and a week ago last Saturday the show counted its two millionth member of the studio audience.

For his quarter-century in area broadcasting the Wheeling Advertising Club presented Mr. Miller with a giant certificate honoring his 25 years of service to the Ohio Valley community.



WBAL and WBAL-TV in Baltimore, proud to be NBC affiliates, extend hearty and sincere congratulations on your 30th Anniversary. The years of your past have been consistently marked with distinguished accomplishment. We all look forward eagerly to the challenging years ahead, confident they will add many more new milestones of outstanding achievement.

WBAL NBC **WBAL-TV**

BALTIMORE, MARYLAND

CLEAN UP . . . On Friday morning, and even during the storm swept darkness of Thanksgiving Night, many people grabbed available equipment and worked desperately to clear drive ways and fire hydrants, after an appeal over WICU "Storm Central" by City Fire Chief Peter Kuhn.

FROM FRONT ROW CENTER A PACKED HOUSE

OPERATION SNOW-DRIFT . . . Mayor Arthur Gardner, City Streets Director Joseph Walczak, and WICU Newsman Van Cantfort hold a quick conference in WICU "Storm Central".

WICU has consistently headlined a marquee of ratings, stars and properties . . . today, the headline comes straight from the Associated Press!

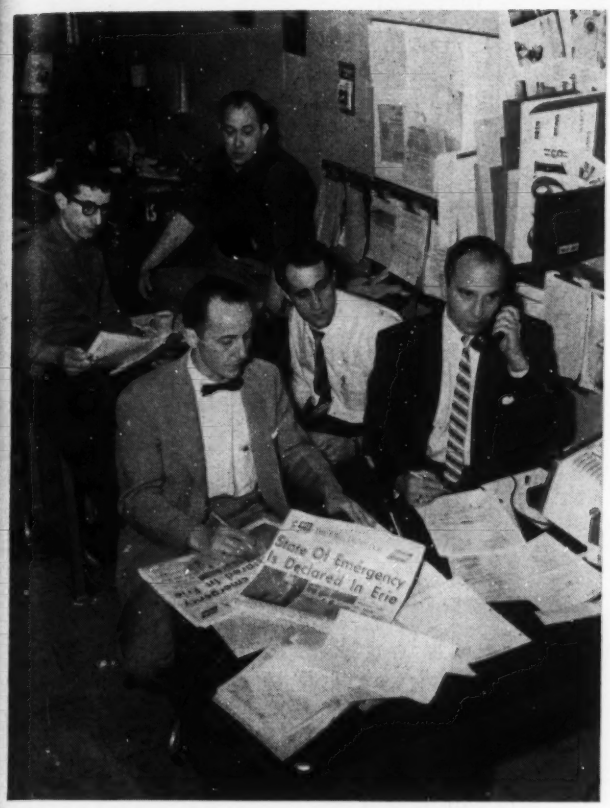
"Stations WIKK and WICU (TV) served as emergency message centers when telephone lines were down in parts of Pennsylvania, New York and Ohio . . . pleas for help, messages to stranded and missing persons and instructions from civic officials were taken by phone and relayed in special broadcasts . . . the WICU switchboard handled more than 10,000 phone calls in a 24 hour period."

The "Storm Central" pictorial documentary ranges from lake line snow scenes to behind the studio scenes at WICU: routing thousands

WICU

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

New York • Chicago • Atlanta •



STORM CENTRAL went into actual operation at 6:45 PM when Newsman Van Cantfort, in introducing his Dateline Erie News Telecast said, "Welcome to News Central, or should I say Storm Central." From that moment WICU began a news coverage operation which was to last 78 hours and 22 minutes and contain 10 hours and 52 minutes of simulcast public service announcements over WICU-TV and WIKK radio.

- **CRISIS: . . .**

  30 inches of snow in 30 hours covers Erie area.

- **CALLS: . . .**

  10,000 phone calls routed in 24-hour period.

- **COMMENDATION: . . .**

  An adequate supply of blood was assured St. Vincent Hospital as a result of appeals over station WICU.

TO STORM CENTRAL . . . EVERY PERFORMANCE!

of phone calls . . . relaying urgent appeals . . . while maintaining 78 hours of news and simulcast public service.

The "Storm Central" impression of WICU is indelible: reliable eye and ear reporter, trusty shoulder in emergency, helping hand in the community, sun-shine entertainer and storm-time friend.

"Storm Central" indicates that around Erie, WICU combines instantaneous reporting with vital public service programming — a minor marketing fact perhaps, but a major factor concerning advertisers, their product distribution programs and their spot segment campaigns.

CIVILIAN DEFENSE MOBILIZATION . . . Announcer Dave Forsyth (in boots) meets with local CD officials in restaurant where first efforts were made to mobilize the local units. With many people away from their homes for the Thanksgiving Holiday and communications lines jammed, WICU-WIKK handled the brunt of CD communications for the first thirty hours.

ERIE, PA. CHANNEL 12

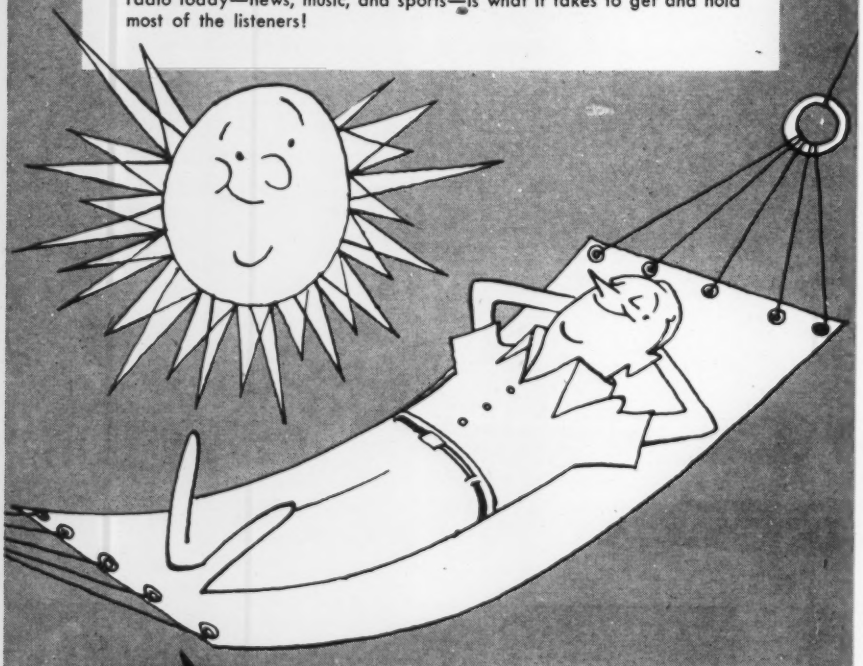
Represented Nationally By **EDWARD PETRY AND CO., INC.**

Detroit • San Francisco • St. Louis • Los Angeles

Saginaw Story —

While we rested... This advertiser tested!

We don't like to rest on our laurels . . . but this was one time we couldn't help ourselves. A leading advertiser in the Saginaw-Bay City-Midland area wanted the best buy for his radio dollars. Our surveys showed WSAM to be the best buy. However, taking nothing for granted, this advertiser conducted an independent survey in this rich Tri-City Michigan area to be absolu'ely sure which radio sta'ion reached the most prospects for the least amount of money. Needless to say, WSAM led all the rest in his survey, too, and WSAM got the order—for the entire year! Proof again that WSAM's progressive programming of the big three in radio today—news, music, and sports—is what it takes to get and hold most of the listeners!



SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit — **WKMF** Flint, Mich. — **WKHM** Jackson, Mich. (Jackson Broadcasting & Television Corp.) — **WSAM** Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Fred A. Knorr, Pres.
Richard Schuler, Mg. Director
Represented by HEADLEY-REED

The Community Stations

WSAM

SAGINAW, MICHIGAN

KNORR BROADCASTING CORP.

DONALD H. QUINN

on all accounts

WHEN Donald H. Quinn moved to New York in 1946 following his release from the Navy, he decided to look for a job that was "interesting." A family friend suggested that he might like the advertising business.

Today Mr. Quinn is gratified that he accepted the friend's counsel. In the intervening 10 years, he has progressed from mail boy at Lennen & Mitchell (now Lennen & Newell) to vice president in charge of media for Doherty, Clifford Steers & Shenfield, New York.

Mr. Quinn was born in Northampton, Mass., Aug. 11, 1923, and attended local schools. Shortly after graduation from high school, he entered the New York State Maritime Academy at Fort Schuyler, N. Y., and the following year (1943) was graduated as an ensign in the U. S. Naval Reserve, remaining on active duty until 1946.

His first post-war job as a mailroom boy for Lennen & Mitchell lasted four months, and then he was shifted to the agency's research department. Several months later, he was named an assistant timebuyer. He remained with the agency until the spring of 1949, when he resigned to join the timebuying department of Ruthrauff & Ryan, New York. In 1951, he became a timebuyer for Pedlar & Ryan, New York, and in October 1952 he was appointed head timebuyer at DCS&S. He was promoted to director of media in April 1954 and was named a vice president last spring.

Mr. Quinn heads a staff of 19 people in the media department of Doherty, Clifford, Steers & Shenfield, of which six are timebuyers. Mr. Quinn realizes the useful purposes to which radio and tv can be utilized on behalf of clients, though he also recognizes the value of other media, depending on marketing requirements. As an indication of DCS&S' confidence in radio and tv, Mr. Quinn points out that in 1956 approximately $6.7 million (about 50% of the agency's total billings) was allocated to the broadcast media.

In April 1951, Mr. Quinn married Margot Ryan of Larchmont, N. Y., They live in Bronxville, N. Y., with their two children, Susan, 4, and Douglas, 3.

New York to Paris to Seattle...

SEATTLE, SEPTEMBER 13, 1927: Lindbergh, the "Lone Eagle," spoke over KOMO microphones to thousands who idolized his courage . . . the same thousands who had breathlessly followed his perilous progress over the Atlantic . . . who heard history being made when "WE" settled at Le Bourget Aerodrome . . . and who had shared in his triumphal return to the nation's capital—events swiftly, accurately related to the nation by NBC and brought to the Pacific Northwest by KOMO.

On Wings of NBC Sound!

For thirty years, America has consistently received the peak of public service... top entertainment value ... on-the-scene reporting of history-making news ... first in radio, then in television, now in both... thanks to NBC.

KOMO and KOMO-TV are happy to share this Thirtieth Anniversary of NBC. KOMO began operations thirty years ago, too—December 31, 1926—and in April, 1927, first to bring network radio to Seattle and the great Pacific Northwest... the personalities, the programming, the *concept* that has kept NBC and its affiliates in the deserved position of leadership.

With pride in our participation... with gratitude for the leadership NBC so generously shares with us... we offer sincere congratulations on thirty years of progress.

30th Anniversary Year **KOMO-RADIO**
Charter Affiliate **NBC** *Pacific Coast Network*
First With Full Color **KOMO-TELEVISION**

REPORT ON SURVEY CONDUCTED IN 32 N. C. COUNTIES BY A. T. ALLEN & CO. CPA

★ for your free copy, address WPTF RALEIGH, on your letterhead

Is Radio Important To You In Planning Farm Work?
88% said Yes

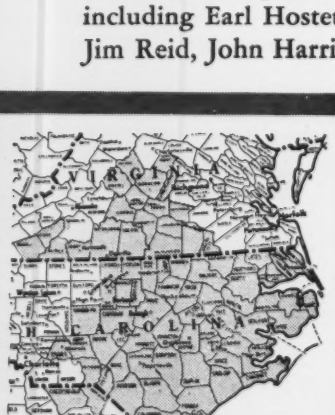
Are The Broadcasts At Times Most Convenient For You?
95% said Yes

What Stations Do You Listen To Most?
78% said WPTF
4% Station A
3% Station B
2% (each) Stations C, D, & E
1% (or less) Each of 9 Stations
2% Stations on local 10-Station Network

Name The Farm Radio Person In Whom You Have The Most Confidence
89%
named WPTF personalities including Earl Hostetler, Bill Jackson, Jim Reid, John Harris, Sam Beard

WPTF

50,000 Watts 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina



R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING
TELECASTING

Vol. 51, No. 24 **DECEMBER 10, 1956**

JUSTICE DEPT. HAULS NBC INTO COURT

- **Antitrust complaint charges coercion in stations swap with WBC**
- **Threat to entire fabric of network operations posed by action**

THE Justice Dept. threw a noose around the NBC-RCA corporate neck last week. It asked the courts to draw it tight.

By week's end, other broadcast entities were holding their breath.

After 18 months of rumors, innuendos and public utterances of its concern with broadcast network practices, the department filed a civil antitrust complaint against NBC and RCA for alleged coercion against Westinghouse Broadcasting Co. in the Philadelphia-Cleveland stations swap. The suit, filed Tuesday in Philadelphia federal district court, asked the divestiture of the assets of NBC "as the court may deem necessary and appropriate."

RCA-NBC issued a statement the same day claiming that they were the victims of an inter-agency squabble over jurisdiction. They pointed out that the FCC has investigated the allegations and had found it in the public interest to approve the transfers (see text, page 29). Full page ads quoting this statement appeared in Philadelphia newspapers last Friday.

The exchange of stations between NBC and WBC was approved by the FCC last December. NBC traded its owned Cleveland outlets (WTAM-AM-FM and WNBK [TV]) for WBC's Philadelphia outlets (KYW and WPTZ [TV]). WBC also was paid $3 million.

Although the government complaint stressed the alleged conspiracy on the part of RCA-NBC in the Philadelphia situation, the broad language of some of its sections, plus the unexplained vagueness of some of the "prayers for relief" caused alarm in many network offices.

One non-NBC network official termed the charges "frightening" in their implications.

There was no question, in other quarters, that last week's action should be considered as "only the beginning." This was more or less confirmed by government sources.

Back of the general alarm were the months of grand jury investigation in Philadelphia on the NBC-WBC transaction and the warning given publicly last September by Asst. Attorney General Victor R. Hansen that Justice was intensively investigating the whole area of network practices. The antitrust chief made these observations before the Celler antitrust committee in New York [B•T, Sept. 24].

The Justice Dept.'s complaint last week referred pointedly to such significant sectors of network practices as the importance of affiliations to tv stations, the representation by networks of not only their owned stations but of independent stations, and the income of networks in 1954 and 1955.

The status of the Philadelphia grand jury investigation was not disclosed. It was noted by some observers that normally a government civil and criminal action is begun at the same time. In this case the civil action was filed alone.

It was observed by knowledgeable antitrust attorneys that a grand jury investigation is sometimes used by the Dept. of Justice to cross-examine witnesses and to secure documents. The Justice Dept. has no power to subpoena witnesses or documents.

One of the first casualties of the government's action was the NBC purchase of WKNB-AM-TV New Britain, Conn. The FCC on Thursday announced that on its own motion it was postponing the effective date of the initial decision favoring approval of the $600,000 transaction. The FCC said it had insufficient time to consider the sale. Unless exceptions are noted to an initial decision within 40 days, the recommendations are made final. They would have become final Dec. 10, under these terms [B•T, Nov. 5].

One of the major questions which immediately arose following the filing of the suit was how the Justice Dept. could charge antitrust violation on a matter already considered and approved by the FCC. It was pointed out that this is not a new problem in government circles. It was observed that similar conflicts of jurisdiction had involved Justice with the Maritime Board, Civil Aeronautics Board and Interstate Commerce Commission. In one of the latest such decisions the government suffered defeat, the Supreme Court in 1952 asserting that the Maritime Board's approval of a shipping agreement removed the shipowners from prosecution under the antitrust laws (Far East Conference case).

The question also was raised as to whether the Justice Dept. had offered RCA-NBC a settlement under its avowed policy of pre-filing negotiations. This policy was made public by then Asst. Attorney General Stanley N. Barnes in an appearance before a House Judiciary subcommittee in 1955. It was understood that this policy had been honored more in the breach than in the observance and that RCA-NBC had not been approached.

It also was observed that if the government wins this suit, Westinghouse could file

HAPPY BIRTHDAY!

THE GOVERNMENT'S CHARGES AGAINST RCA-NBC

Following is the text of the government complaint listing alleged offenses:

Beginning about March 1954, and continuously thereafter to the date of the filing of this complaint, the defendants RCA and NBC have been engaged in an unlawful combination or conspiracy in unreasonable restraint of the aforesaid interstate trade and commerce in violation of Section 1 of the Sherman Act.

The aforesaid combination or conspiracy has consisted of a continuing agreement and concert of action between the defendants RCA and NBC to obtain vhf television station ownership for NBC in five of the eight primary markets by the unlawful use of the power of the defendant NBC, as a network, to grant to or withhold from non-network station owners, NBC network affiliation for their television stations.

Defendants RCA and NBC have effectuated this combination or conspiracy in part by depriving WBC and Westinghouse Electric of WBC's vhf station in the Philadelphia market by the following means:

(a) Threatening to cancel or to refuse to renew WBC's affiliation with NBC in Boston and Philadelphia if WBC refused to negotiate with NBC for the transfer of its vhf station in Philadelphia to NBC;

(b) Withholding affiliation with NBC for a vhf station about to be acquired by WBC in Pittsburgh, until WBC agreed to transfer its vhf station in Philadelphia to the defendant NBC;

(c) Threatening to withhold affiliation with NBC for WBC's fifth vhf and two uhf stations when acquired.

On or about May 16, 1955, defendant NBC entered into a contract with WBC in unreasonable restraint of the aforesaid trade and commerce in violation of Sec. 1 of the Sherman Act. This contract provided that:

(a) NBC would acquire the WBC television and radio broadcasting facilities in Philadelphia;

(b) WBC would acquire the NBC television and radio broadcasting facilities in Cleveland;

(c) NBC would pay WBC $3,000,000.

On or about January 21, 1956, WBC and the defendant NBC exchanged the aforesaid facilities pursuant to this contract.

Said offenses are continuing and will continue unless the relief hereinafter prayed for in this complaint is granted.

The effects of the aforesaid offenses, among others, have been and are:

(a) To reduce the ability of WBC as a station owner to compete with NBC and other station owners for the sale of advertising;

(b) To preclude competition among independent advertising representatives for representation of one of the vhf stations in the Philadelphia market;

(c) To preclude competition among station owners in the Philadelphia market for NBC network affiliation; and

(d) To reduce the ability of Westinghouse Electric to compete with RCA and others in the sale of equipment for the transmission and reception of radio and television signals.

suit for antitrust violation and stand to collect treble damages—which could run into the millions.

An analogy was seen between this first television network case and the government's antitrust moves against newspapers. It was likened to the Justice Dept.'s successful move against the *Lorain* (Ohio) *Journal* in 1949; which was followed by similar actions against the *New Orleans Times-Picayune* and the *Kansas City Star*. The last case has been appealed to the U. S. Supreme Court.

Actually, this is the second government suit against broadcast networks. The Justice Dept. filed an antitrust complaint against all radio networks in 1941. This was while the networks were appealing from the FCC's chain ownership regulations. This suit was dropped when the Supreme Court upheld the Commission's right to promulgate these rules.

The antitrust issue was raised during the 1953 hearings on the ABC-United Paramount Theatres merger. The proceedings were observed almost in their entirety by a Justice Dept. attorney. Following the FCC approval of this merger there was talk of Justice Dept. action, but no move was ever made.

The possibility that trial on the RCA-NBC suit will not commence for two years was broached by many conversant with court procedures in cases of this nature. The usual procedure, it was explained, is for the defendants to file an answer 20 days after the complaint is filed. This would make the deadline for RCA-NBC to reply to these charges Christmas Eve. However, it also was pointed out that continuances are customarily given in these matters. Following these answers, a pretrial conference usually is held in an attempt to consolidate and focus the issues and to itemize the witnesses and exhibits to be called. A trial is then held. Parenthetically, it was observed that the famous Paramount motion picture antitrust case ran for 10 years, from investigation to consent decree.

THE RCA-NBC ANSWER TO THE CHARGES

Following is the text of the RCA-NBC answer to the government complaint:

This suit results from a jurisdictional dispute between two agencies of government, in which RCA and NBC have been caught in the middle. The NBC-Westinghouse exchange of stations in Philadelphia and Cleveland, with which the action deals, was approved by the Federal Communications Commission in December 1955 after a thorough study of all the facts. On the basis of this study, the FCC decided that the exchange was in the public interest.

Contrary to the claim made by the Antitrust Div. in this suit, not only was Westinghouse not coerced by RCA and NBC to make the transfer, but Westinghouse, in fact, sent a letter to the FCC urging approval of the transfer as being in the public interest. It was on the basis of this representation by Westinghouse as well as the other material before it that the FCC approved the transfer now challenged by the Antitrust Div. A copy of this letter is attached.

The FCC is specifically authorized by Congress to pass upon such station transfers, and NBC acted in accordance with its decision. Now another branch of government—the Antitrust Div.—is trying to undo the action of the Federal Communications Commission.

If American businesses are to be hauled into court by the Antitrust Div. because they act in conformance with the rulings of an authorized government agency, then indeed confusion will be compounded by confusion. We are confident that this dispute between government agencies will not result in RCA and NBC being penalized for scrupulously following the procedures established by law.

The following letter, signed jointly by the Chairman of the Board of Westinghouse Broadcasting Co. and the Chairman of the Board of the National Broadcasting Co., was sent on Nov. 10, 1955, to George C. McConnaughey, Chairman, Federal Communications Commission:

Dear Chairman McConnaughey:

Attached are the replies of our respective companies to the points raised by the Commission in its letter of Oct. 17, 1955, describing the proposed exchange of the Westinghouse stations in Philadelphia for the NBC stations in Cleveland and answering the other questions raised by the Commission.

The decision to make this exchange was arrived at after careful consideration of all factors at the highest management level of both companies. It has the approval of our respective Boards of Directors and the approval of the Boards of Directors of our respective parent companies.

The companies, therefore, entered into the agreement satisfied that the exchange is a fair one, that its consummation will serve the best interests of both companies, and that it is consistent with the public interest.

We jointly urge the Commission to approve this exchange at an early date.

The Justice Dept.'s complaint charges RCA-NBC with "unlawful combination or conspiracy in unreasonable restraint of . . . trade in violation of Section 1 of the Sherman Act."

The conspiracy, the government said, has consisted of "a continuing agreement and concert of action" between RCA and NBC to obtain ownership of vhf tv stations in five of the eight primary markets "by the unlawful use of the power" of NBC to grant or withhold affiliations.

This conspiracy was effectuated in part, the government declared, by "depriving WBC (Westinghouse Broadcasting Co.) and Westinghouse Electric of WBC's vhf station in Philadelphia" by: (a) threatening to cancel or refuse renewals of NBC's affiliation with WBC stations in Boston and Philadelphia if Westinghouse refused "negotiation with NBC for the transfer of its vhf station in Philadelphia"; (b) withholding affiliation from WBC's Pittsburgh vhf outlet which it was about to acquire (WBC bought DuMont's ch. 2 WDTV [TV] Pittsburgh [now KDKA-TV] for $9¾ million early in 1955); (c) threatening to withhold affiliation from WBC's other tv stations when and if acquired.

The transfer agreement between NBC and Westinghouse in the summer of 1955 whereby WBC agreed to swap its ch. 3 WPTZ (TV) Philadelphia and KYW in that city for NBC-owned WTAM-AM-FM and ch. 3 WNBK (TV) Cleveland plus $3 million was termed by the Justice Dept. as "in unreasonable restraint of trade and a violation of Section 1 of the Sherman Act." Westinghouse bought the Philadelphia vhf outlet from Philco for $8.5 million in 1953.

The effects of this exchange, the government declared, reduced the ability of WBC to compete with NBC and other station licensees for the sale of advertising; precluded competition among independent advertising representatives for representation of one of the vhf stations in the Philadelphia market; precluded competition among station owners in the Philadelphia market for NBC affilia-

tion, and reduced the ability of Westinghouse to compete with RCA and others in the sale of tv transmitter and receiver equipment.

In its discussion of NBC, the Justice Dept. said that NBC furnishes network service to about 200 "independent" television stations and the same number of radio stations, as well as to its own o&o stations. It referred to the fact that NBC also acts as advertising sales representative for all members of its owned stations as well as for some independently owned stations. Total revenues of NBC account for over 23% of RCA's total annual revenues, the government declared.

In a review of the "trade and commerce involved," the Justice Dept. began by stating that the sale of advertising is essential to the operation of television and radio networks, station groups and broadcasting stations. It added that "vigorous" competition for national spot advertising and local advertising exists among networks, network station groups, independent station groups and independent stations. It also maintained that there is competition among the networks, and between the networks and independent representatives, for representation of independent stations and station groups in the sale of national spot advertising.

"Affiliation," the government complaint said, "makes television station operations more profitable and is generally essential to the economic survival of television stations except in the three largest major markets. Time periods adjacent to popular network programs are particularly attractive to advertisers for local and national spot advertising. Station breaks, during which the broadcasting station is identified at regular intervals, provide valuable advertising for the station owner."

Networks Revenues in 1955

The Justice Dept. reported that in 1955, (including owned stations) NBC's television revenues amounted to $159 million; in 1954, $120 million. It cited CBS's revenues for 1955 as $153 million; for 1954 as $123 million; ABC's in 1955 as $54 million, in 1954 as $44 million. It said that in 1954 total television revenue was $538,122,000; of which network time sales accounted for 45%; national spot 33% and local 22%.

The government also pointed out that Philadelphia is the fourth market and Cleveland the tenth market of the U. S. in terms of population and retail sales. It pointed out that in 1954 NBC owned vhf television outlets in New York, Chicago, Los Angles, Cleveland and Washington (markets 1, 2, 3, 10 and 11) and that WBC owned stations in Philadelphia, Boston and San Francisco (markets 4, 6 and 7). The Justice Dept. stated that WBC was the only non-network station owner with three vhf stations in markets 4 through 7. It added: "In this capacity, it was an important competitor of defendant NBC and other station owners for advertising in the eight primary markets."

The government formally asked the court to:

1. Find that the "aforesaid combination or conspiracy and the aforesaid contract of May 16, 1955 (between NBC and WBC) in violation of Section 1 of the Sherman Act."

2. Order "such divestiture" of the assets of NBC as it may "deem necessary and appropriate."

The government also asked the court that it be given "such other and additional relief as may be proper," and that the government recover the costs of the suit.

In announcing the filing of the suit, Attorney General Herbert A. Brownell Jr. said:

"The purpose of this civil complaint is to enforce the antitrust laws in the broadcasting industry. Where, as here alleged, a network has used its power to gain a competitive advantage as a station owner over its competitors, it is the duty of the Government under the Sherman Act to seek to remedy the effects of this offense and to prevent similar offenses in the future."

Assistant Attorney General Victor R. Hansen, antitrust chief of the Justice Dept., said:

"This is the first case filed by the Dept. of Justice under the antitrust laws involving the activities of any television network. Congress, in passing the Communications Act in 1934, expressed its policy that the antitrust laws should apply to the broadcasting industry. Accordingly, the conduct of RCA and NBC must meet the same standards of accountability under the Sherman Act as that of any other American business."

It was in June of 1955 that NBC and WBC asked the FCC to approve the exchange of the Philadelphia and Cleveland stations. Right from the start there were unofficial reports that Westinghouse was bowing to the exchange because it feared loss of its NBC affiliations not only in Philadelphia but also in Pittsburgh and Boston.

These rumors were used as a basis for a charge by WGR-TV Buffalo, N. Y., in its objection to the $312,500 purchase by NBC of ch. 17 WBUF-TV Buffalo (later withdrawn). The charges and rumors impelled the FCC to send an investigating team to Philadelphia and New York. Later, the Commission sent both parties a McFarland letter indicating that a grant was not possible without a hearing due to the charges of coercion and questions of overlap and concentration.

Both NBC and Westinghouse replied, with covering letters by Brig. Gen. David Sarnoff, NBC chairman, and E. V. Huggins, chairman of WBC, urging approval.

On Dec. 28, 1955, the FCC announced that it had approved the transactions by a vote of six to one. Comr. Robert T. Bartley dissented, holding that a full hearing should be held. This position was countered by Comr. John C. Doerfer who issued a concurring statement, the gist of which was that WBC had exercised a "business judgment" in the matter.

It was learned at that time that on Dec. 27, the day before the FCC approval was announced, the Justice Dept.—which had been kept advised of the purported charges of coercion—informed the FCC that it was investigating the situation. The Justice Dept. did not ask the FCC to defer action.

Sent to FCC Chairman

The Justice Dept.'s communication, over the signature of then Asst. Attorney General Stanley N. Barnes in charge of antitrust, was directed to FCC Chairman George C. McConnaughey.

Mr. McConnaughey, appearing before the Celler committee last March, explained that the grant had been approved a week before the announcement, on Dec. 21 to be exact, and that the hiatus between the decision and the announcement was due to the need to await Comr. Bartley's dissent and Comr. Doerfer's concurring statement.

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary and antitrust subcommittee, pressed Mr. Barnes on why Justice had not asked the FCC to defer action on the transaction. Mr. Barnes explained that communications was a field where the FCC and Justice exercised "concurrent jurisdiction." He added that it was his opinion that the FCC action did not foreclose an antitrust suit by the Justice Dept. if one was warranted.

In June WBC President Don McGannon testified before the Magnuson committee that Westinghouse would still have owned the Philadelphia ch. 3 outlet had it not been faced with the probable loss of NBC affiliation. He said that the network intimated that if WBC did not agree to the exchange, NBC would acquire another station in

AT STAKE FOR NBC

IN its complaint against RCA-NBC, the Justice Dept. asked the court to divest NBC (RCA is pointedly omitted) of such assets as the bench "may deem necessary and appropriate." This paragraph refers to the authority granted the court by Sect. 4 of the Sherman Act and Sect. 313 of the Communications Act of 1934.

Sect. 313 of the Communications Act applies all of the antitrust laws of the United States to "the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications."

It declares that whenever a licensee is found guilty of antitrust violations, the court may, in addition to other penalties, revoke the station licenses of the defendant.

Sect. 311 of the Communications Act directs the FCC to refuse a station license or permit to any person whose license has been revoked by a court under Sect. 313.

NBC owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles, WBUF-TV Buffalo (N.Y.) and is buying WKNB-AM-TV New Britain (Conn.). FCC regulations limit the ownership by one party to seven am, seven fm and seven tv stations (no more than five in the vhf band).

Philadelphia, thus causing WBC to lose its NBC affiliation in Philadelphia in any event.

The importance of this affiliation was pointed up by Mr. McGannon when he reminded the Senate committee that a $5 million valuation on the NBC affiliation had been placed on the books when WBC bought the then WPTZ (TV) from Philco in 1953 for $8.5 million.

The Celler committee, late in June at its Washington hearings, reopened its consideration of the NBC-WBC swap. It introduced into the record memoranda from FCC investigators which seemingly pointed up the fact that (1) WBC officials feared loss of the NBC affiliations in Pittsburgh and Boston as well as Philadelphia if Westinghouse balked at the exchange; (2) Chris Witting, then WBC president, suggested among other alternatives that WBC try for CBS affiliations in Pittsburgh and Boston and ABC in Philadelphia; (3) WBC officials said they were told that if the NBC-WBC transaction fell through the network would buy ch. 6 WFIL-TV Philadelphia; (4) the FCC's Broadcast Bureau felt that the NBC-WBC replies to the McFarland letter adequately answered the charges of duress but that there still remained to be considered questions of possible overlap.

It was at this time, also, that Chairman McConnaughey told the Celler committee that the Commission majority agreed that no hearing was necessary since all the facts were before it.

Mr. Barnes had made it clear at the initial House antitrust hearing that the Justice Dept. was studying the Philadelphia situation. He termed it a "delicate" situation.

Hansen Discloses Probe

It was seven months later that Assistant Attorney General Victor R. Hansen ripped the lid off the Department's activities in this area—an unprecedented action from the notoriously close-mouthed Justice Dept. Appearing before the Celler subcommittee in New York, the newly appointed antitrust chief openly admitted that the department was investigating network practices, ventured the opinion that some network practices seemed to be illegal (option time, must buys, etc.), and added that he expected something to break on the department's investigation of the NBC-WBC exchange of stations before the year's end.

It was known then that the Justice Dept. was presenting a case on the exchange of stations to a grand jury in Philadelphia. Among those subpoenaed were Brig. Gen. David Sarnoff, Robert W. Sarnoff, Joseph E. Heffernan, Charles R. Denny, all of NBC, and E. V. Huggins, Chris J. Witting, John W. Steen and Joseph Baudino, all of WBC. In addition documents were subpoenaed from NBC and RCA, WBC and Westinghouse Electric, CBS and others.

It was at this time also that Mr. Hansen ventured the opinion that any relaxation of the FCC's multiple ownership rules would be inconsistent with the objectives of the antitrust laws. He opposed proposals which would have placed a limitation on single ownership of stations to the number of stations covering not more than 25% of the population, in lieu of the present limit of

MEANWHILE, DOWN IN MIAMI . . .

SITE of NBC's 30th birthday observance this week (story page 32) is the spanking new (opened Nov. 25) Americana Hotel in Bal Harbour, Miami Beach, which boasts 475 rooms, 10 acres of sub-tropical landscaping, the usual complement of dining rooms, bars and shops, a nightclub, 600 ft. of private ocean and (for the more timorous) an Olympic-sized swimming pool with 100 cabanas.

When not taking advantage of the above, the 750 NBC-affiliated guests may occupy themselves with the agenda items listed below. Business sessions are in bold face.

WEDNESDAY

10 a.m. to 6:30 p.m.: Registration.

2-4:30 p.m.: Ladies shopping tour of Lincoln Road (transportation provided).

7 p.m.: Open house, grand ballroom.

THURSDAY

7-10 a.m.: Telecast of *Today* from pool of Americana Hotel.

9 a.m.-3 p.m.: NBC men's golf tournament, La Gorce Country Club.

10-10:30 a.m.: Ladies dancing class, Americana pool.

12 noon-2:30 p.m.: Fashion show and lunch, Floridian Room.

2:30-5:30 p.m.: Yacht trip through Miami waterways.

3:30-4:30: Bingo, Americana pool.

7 p.m.: Cocktail party reception, Starlite Patio.

8 p.m.: NBC affiliate dinner, grand ballroom. Harry Bannister, station relations vice president, toastmaster. Welcome by Florida Gov. Leroy Collins. Talk by Niles Trammell, former NBC president, now president of WCKT (TV) Miami. Principal address by NBC President Robert W. Sarnoff.

FRIDAY

7-10 a.m.: *Today* telecast from Americana pool.

9 a.m.-12 noon: Ladies golf tournament, La Gorce Country Club.

10:30-11 a.m.: Ladies dancing class, Americana pool.

11 a.m.-12 noon: Open meeting with affiliates, Westward Room.

12:30 p.m.: Luncheon, Grand ballroom, honoring Brig. Gen. David Sarnoff, RCA board chairman, for his contributions to broadcasting.

2:45-5:45 p.m.: Ladies shopping tour, Lincoln Road (transportation provided).

3-5 p.m.: Ladies bridge, canasta, gin rummy tournament, Americana pool.

3-5 p.m.: Affiliates closed meeting, Westward Room.

8 p.m.: Cocktail party, Starlite Patio.

9 p.m.: Lobster roast and beefsteak barbecue, Americana pool.

11:30 p.m.-1 a.m.: *Tonight* show, from Americana pool.

SATURDAY

(Morning and early afternoon will be for organized fishing, boating and other activities.)

5:30-7:30 p.m.: Buffet, Starlite Patio.

7:30-9 p.m.: *Perry Como Show* will originate in grand ballroom, with guests including Groucho Marx, Jo Stafford, Johnny Ray, Steve Allen, Melinda Marx. (Doors close promptly at 7:50 p.m.)

9:15-10:15 p.m.: Cocktails, Starlite Patio.

10:30 p.m.: NBC supper dance (formal), grand ballroom.

SUNDAY

Transportation will be provided to all churches.

seven in each of the broadcast services, am, fm and tv.

The new assistant attorney general also revealed for the first time that the Justice Dept. was investigating the whole field of network operations—prices, discounts, rebates, rejections, kinescoping, production, demand, program ownership, contracts. He told how the investigation had been in progress for two years and that in March 1956, the FBI was called in to assist.

He added that the question of option time, network must buys and network activity in the station representation field was also being looked into by the G-men. And he noted that perhaps one of the answers might be to force the networks to divest themselves of owned stations.

He estimated at that time that the completion of the over-all investigation would take from one to two years. It was then that he promised that the "Westinghouse matter" would be brought to a head before the end of the year.

The FCC's own network study was instituted with an $80,000 Congressional appropriation in July 1955. The study staff, under the direction of Roscoe L. Barrow, dean of the U. of Cincinnati's law school, was named that fall. For the fiscal year ending June 30, 1957, an additional $140,000 was appropriated by Congress.

The FCC's network study is being supervised by a four-man committee: Chairman McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. The 12-man study staff has spent most of its time in acquiring background knowledge, seeking information through questionnaires and meetings with all segments of the industry, and sifting and collating the information it has collected. Its final report is scheduled to be delivered the end of this fiscal year. There have been reports, however, that one or two reports may be submitted earlier.

This is the third government antitrust suit filed against RCA. In 1932, RCA entered into a consent decree which broke up what was then called the radio trust. At that time General Electric, Westinghouse and AT&T were forced to divest themselves of their ownership in RCA. The government tried to have the 1932 judgment reopened several times, but the courts refused to do so.

In November 1954, the Justice Dept. brought a civil suit against RCA in New York, charging that RCA's patent system and practices tended to give the company a monopoly. The charge was also levied that RCA since 1932 has attempted to monopolize radio-tv research, patent holdings, patent acquisitions and issuance, and patent exchanges. It was also charged that RCA acquired tv patents with the intent of achieving control over potential and actual competitors. Named as co-conspirators, but not as co-defendants, were GE, Westinghouse, AT&T, Bell Labs and Western Electric.

The complaint was directed particularly at RCA's "package licensing" practice. This refers to the principle by which licensees of RCA pay one royalty for the use of all radio-tv patents. The 1954 complaint also alleged that RCA refused to issue certain licenses in the radio-tv field and that RCA was engaged in a campaign of "harassment" by instituting more than 250 patent infringement suits.

The patent antitrust suit followed a grand jury investigation of the electronics industry in 1952. This was dropped in January 1953.

Other present major litigation, involving RCA and its patent practices, include Zenith's suit. The infringement suit instituted by the late Edwin Howard Armstrong was settled.

Similar government antitrust litigation against AT&T and International Business Machines Corp. concluded earlier this year with consent decrees in which patents of both these companies were thrown open on a reciprocal and non-exclusive licensing basis.

FOUR DAYS TO CELEBRATE 30 YEARS

Network, on Miami holiday, can look back on rapid progress, growth

TWENTY years ago, NBC celebrated what its officials called "a century of progress in a decade of broadcasting."

This week, in the sparkling new Americana Hotel at Bal Harbour, Miami Beach, NBC and its radio and television affiliates will celebrate three times that—the 30th anniversary of the nation's pioneer network.

Despite the sudden shadow cast by the Justice Dept.'s antitrust suit and the imminence of a court defense against it (see story, page 27), top officials of NBC will gather with hundreds of affiliate executives and their wives—an estimated 750 persons in all—for four days of business and fun starting Wednesday.

Although separate radio and television affiliates meetings are scheduled Friday morning and afternoon, mostly it's a convention for fun (see complete agenda, page 31).

There'll be a banquet Thursday night with the principal address by NBC President Robert W. Sarnoff and a talk also by Niles Trammell, president of WCKT (TV) Miami but better known to the affiliates through his 24 years in key NBC executive posts, including nine years as president.

On Friday the affiliates themselves will be hosts at a luncheon honoring Brig. Gen. David Sarnoff, board chairman of RCA, who proposed the formation of NBC in the first place and has kept an alert eye and an informed hand on the direction of its affairs ever since.

There'll be a golf tournament, too (Thursday), and a dinner and dance to close out the festivities Saturday night. During the four days three major NBC-TV programs—the *Perry Como Show*, one *Tonight* and two *Today* shows—will originate from the Americana convention site.

In the origination of programs as well as the banquet and dinner, at least, the 30th birthday convention will find kinship with that first ten-year "Century of Progress" celebration—which obviously took its name from the fact that Lenox Riley Lohr, installed that year as NBC's second president, had previously organized and run the Chicago "Century of Progress Exposition."

The record makes plain, however, that there was more to justify the "Century of Progress" billing for the 1936 celebration than just the former connection of an official with the Chicago exposition. For radio, it had indeed been a notable decade.

Four networks had come into being where none existed before, two of them operated by NBC (the Red and the Blue, so designated because of the different colored lines used to differentiate the circuits on engineers' maps). Radio had moved ahead with swift strides, revolutionizing the country's concepts of home entertainment as it did so. Television, though still experimental, was on the way—at that 1936 convention the NBC affiliates got their first official demonstration of the new medium.

The first of NBC's three decades started, after the organizational preliminaries, on Nov. 15, 1926, with a four-and-a-half-hour program featuring, among many others, Mary Garden singing in Chicago, Will Rogers wisecracking in Independence, Kan., and Walter Damrosch conducting the New York Symphony Orchestra in New York. Twenty-one charter affiliates and four other stations carried the inaugural broadcast—which was repeated, with virtually all of the original talent, as a highlight of the 1936 celebration.

NBC-Blue was established Jan. 1, 1927, as an adjunct of the original network, which became NBC-Red. On that same day the nation's radio listeners heard the first coast-to-coast broadcast—the Rose Bowl football game from Pasadena, Calif. (Alabama tied Stanford, 7-7).

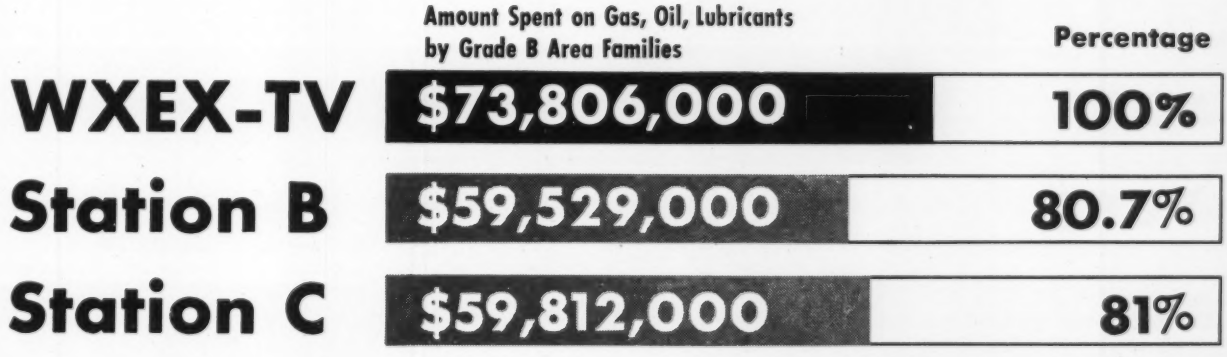
The first year brought a succession of newsmaking developments. President Coolidge broadcast his Washington birthday address over a coast-to-coast network of 42 NBC stations (NBC now has 188 radio affiliates). The NBC Pacific Coast network was organized April 11, and in July U. S. and Canadian stations were linked by broadcast. The Dempsey-Tunney prizefight in Chicago on Sept. 22 was carried by 69 stations, the largest hookup to that time.

Radio was steadily expanding its reach. President Coolidge was heard opening the Pan-American Conference in Havana on Jan. 16, 1928, and a year later NBC carried a symphony concert in what was described as the first shortwave broadcast from England. By Dec. 23, 1928, NBC was a permanent coast-to-coast network, with 58 stations. In the meantime, NBC had launched its

Text continues on page 36

23.4% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 23.4% more at filling stations than Grade B area families of any other Richmond market TV station



Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Something new has been added

This tiny mountain cabin in the Sierras is the home of a highly paid logger. He wanted television for years, but couldn't get it until KFRE-TV went on the air.

Now, something new has been added. The powerful KFRE-TV signal carries over and beyond the hills to bring him, his neighbors, and thousands more families their first enjoyment of television programs. They consistently watch KFRE-TV . . . for it's the only channel they can get.

KFRE-TV is the only station that covers both the rich San Joaquin Valley . . . and the thousands of families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

KFRE-TV
FRESNO CBS

12

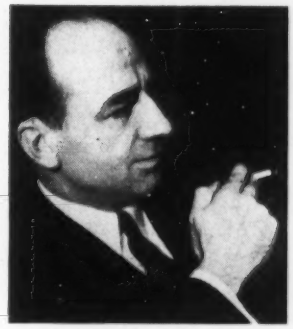
BLAIR-TV

Paul R. Bartlett, President

1926-1936

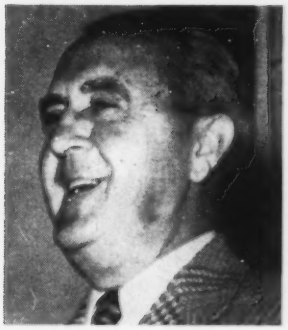
MERLIN H. AYLESWORTH (Sept. 9, 1926, to Jan. 1, 1936): "I've come clean to my job, with no experience and no prejudices. I am literally starting from the bottom at the top." So said NBC's first president when he gave up the post of managing director of the National Electric Light Assn. to take the new job.

In (Deac) Aylesworth's presidential decade, NBC introduced and developed some of radio's most enduring talents, launched a second network, and started its first tv station. He left NBC to become head of Radio-Keith-Orpheum, subsequently joined Scripps-Howard newspapers and served as publisher of the *New York World-Telegram,* and, during his later years, was an attorney and consultant (Cities Service, which entered network radio at his suggestion and became its oldest continuous sponsor, was one of his clients). He died in 1952 at 66.



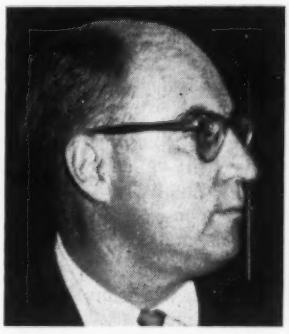
1936-1940

LENOX R. LOHR (Jan. 1, 1936, to July 12, 1940): Like his predecessor, NBC's second president admitted at the outset that his first job would be to learn what radio was all about. He came to radio—and NBC—from the Chicago Century of Progress Exposition, which he organized and guided to notable success despite the nationwide depression. He had been an engineer, soldier, typographer, writer, editor, showman, salesman, and public relations expert. At NBC he maintained and expanded the Aylesworth policy of top-flight entertainment. The NBC Symphony orchestra was organized, new comedy and dramatic programs were launched, and the network's organizational structure was tightened. Mr. Lohr left NBC and the broadcasting industry in 1940 to become president of the Chicago Museum of Science and Industry, a post he still holds.



1940-1949

NILES TRAMMELL (July 12, 1940, to Oct. 7, 1949): Unlike the first two presidents, Niles Trammell came to the job with a long history in radio. He had resigned an Army commission in 1922 to join RCA. In 1928 he switched to NBC as a salesman, became manager of the Central Div. two months later and vice president of the division the following year. In 1939 he moved to New York as NBC executive vice president, en route to the presidency. Often described as a statesmanly combination of salesman and showman, he oversaw advances on all fronts during his presidential term, among them programming, sales, news coverage, and —especially—television. From the presidency he moved into the board chairmanship, leaving that post Dec. 31, 1952. He is now president and part owner of the recently-constructed WCKT (TV) Miami, an NBC-TV affiliate.



1949-1953

JOSEPH H. McCONNELL (Oct. 7, 1949, to Jan. 2, 1953): Eight years of executive service with RCA led Mr. McConnell to the NBC presidency. After private law practice in the South and service with the National Recovery Administration in Washington in 1933-35, he joined the law firm representing RCA. In 1941 he joined RCA and was executive vice president when named NBC head. Much of his tenure at NBC was marked by reorganization. NBC was split into three components (radio network, tv network, o&o stations), and top executives were imported from outside. Television was on the march. Network radio was beginning to take a buffeting. Mr. McConnell's term was probably the most tumultuous of that of any NBC president. Mr. McConnell left the NBC presidency, later went to Colgate-Palmolive as president and from there, last year, to Reynolds Metals Co. at Reynolds Metals he currently serves as general counsel and member of the board.

1953-1953

FRANK WHITE (Jan. 2, 1953, to Aug. 7, 1953): NBC was the third network Frank White served, the second as president. He entered radio in 1937 as treasurer of CBS after approximately 16 years in the accounting and publishing fields. In 1947 he was named president of Columbia Records, a CBS subsidiary. From there he moved, in 1949, to the presidency of Mutual. Three years later he joined NBC, serving as vice president and general manager of the radio and tv networks until his elevation to the presidency. The period was one of continued expansion for television, and continued readjustment for radio. Mr. White's term was foreshortened by the physical demands of the job. Near-exhaustion forced him to take a month's rest, and, when he failed to recover his old vitality, he resigned. Mr. White subsequently joined McCann-Erickson International as president and continues to serve in that capacity at the agency.

1953-1955

SYLVESTER L. WEAVER Jr. (Dec. 4, 1953, to Dec. 7, 1955): Spectacular has to be the word for Pat Weaver as well as for the program extravaganzas which he endowed with that name. Advertising manager of American Tobacco Co. under the late George Washington Hill at the age of 30, and subsequently radio-tv vice president of Young & Rubicam, he joined NBC in 1949 as head of television. Named president at the age of 44, he solidified his already established reputation as an innovator and "grand concept" man. Among the departures for which he was credited, before and during his presidency, are the 90-minute color spectaculars, *Today*, *Home* and *Tonight* and their magazine concepts of selling, and *Wide Wide World*, to name some. He went from president to chairman of the board, resigning the latter post Sept. 7, 1956. Since then he's been to Europe on a vacation-business trip, has yet to settle his future plans.

THE PRESIDENTS OF NBC

CONTINUED

CONTINUED

THE PRESIDENTS OF NBC

BRIG. GEN. DAVID SARNOFF: Although charged with the bigger job of running RCA, Gen Sarnoff has always kept a keen eye cocked on NBC. As boss of RCA, he's also unquestioned boss of subsidiary NBC, and between tenures of Messrs. White and Weaver he served four months as network president.

1955-

ROBERT W. SARNOFF (Dec. 7, 1955, to date): NBC's current president (shown here testifying before the Senate Commerce Committee) reached that post at the age of 37. Son of Brig. Gen. David Sarnoff, RCA board chairman, he joined NBC's sales department as an account executive Jan. 1, 1948, after three years with Cowles Publications. When Mr. Weaver was named president, he became executive vice president in what came to be known as "the team of Pat and Bob." As president he has consolidated his reputation as an effective and efficient administrator combining a business-like and an imaginative approach to broadcasting. Apart from tv and other phases of NBC activity he has laid out what NBC regards as "the pattern for survival" for network radio.

"political career," covering the Republican and Democratic conventions in June 1928 and broadcasting election returns for the first time the following November.

NBC put its new radio mobile unit into use for the first time on All Fools Day, 1930, broadcasting from New York's Bronx Zoo. On Christmas Day, 1931, "Hansel and Gretel" was presented as the first of a regular series of Metropolitan Opera broadcast over the combined facilities of the Red and the Blue.

NBC moved into its new multi-million-dollar home in New York's new Radio City and made its first broadcast from there—an elaborate four-hour program—on Nov. 11, 1933. Two years later, on Dec. 7, 1935, NBC Hollywood studios were opened.

Although it was still NBC's first decade, television was edging forward. The construction permit for NBC-RCA's first experimental tv station in New York had been issued April 4, 1928, and W2XBS began operating from the New Amsterdam Theatre there on July 30, 1930, transmitting 60-line images. On Oct. 30, 1931, the station started experimental 120-line picture transmissions from the Empire State Bldg., now the "home" of all seven New York area stations. Regular experiments with live talent were started in February 1932. Bell system coaxial linked the NBC studios with the Empire State transmitter—a distance of 15 blocks—for the first time on June 10, 1936, and the next month NBC used live artists and film in its first public demonstration of an all-electronic tv system.

Many still-famous names were first heard in homes across the nation in those early days—and later. Eddie Cantor led the list, appearing as a guest on NBC on Nov. 22, 1926. In the ensuing decade he was followed, chronologically, by Al Jolson, Rudy Vallee, Amos 'n' Andy, Fred Allen, Walter Winchell, Jane Froman, Ed Wynn, Jack Benny, Jack Pearl, Groucho Marx, Jimmy Durante, Bob Hope, Fibber McGee and Molly, Bing Crosby, Fred Waring and Ralph Edwards.

The second decade was dominated by the war years. News coverage, intensified by NBC as by all networks with the growing uneasiness in Europe in the middle and late 30s and the outbreak of war in 1939, was stepped up even further with the bombing of Pearl Harbor in December 1941 and continued at an all-out pace throughout the war.

But international unrest and war did not stop developments on the home front. The NBC Symphony Orchestra was organized and launched a weekly series of concerts on Nov. 4, 1937, and Arturo Toscanani took up the baton on the following Christmas Day in an association that lasted through the 1954 season. NBC's New York fm station commenced operation Jan. 11, 1940, and on Jan. 9, 1942, the Blue Network was separated from NBC and established as a separate company (later re-named ABC).

Television's strides were growing longer. NBC put its first mobile tv station on New York streets Dec. 12, 1937, and on April 30, 1939, W2XBS inaugurated regular program service with a telecast from the opening of the New York World's Fair, with President Roosevelt among the participants. Fred Waring and other stars were featured in a twice-weekly studio tv series starting May 3, 1939, and by June 20 of that year the weekly television program schedule totaled 10 hours. Tennis, major league baseball, college and pro football all came under the tv eye that year, and hockey, basketball, the circus, and a complete broadway play ("When We Are Married," on March 3) were added the next.

FCC members were shown pictures rebroadcast by WRGB (TV) Schenectady from a direct pickup from NBC in New York in a demonstration Feb. 1, 1940, and the "network" became a three-station operation on June 24, 1940, when coaxial cable permitted tv pickups in Philadelphia—at the Republican National Convention—to be seen in New York and Schenectady as well as Philadelphia.

FCC authorized commercial television effective July 1, 1941, and NBC's W2XBS became WNBT (now WRCA-TV) New York and, with four sponsors on the first day, became the world's first commercial tv station.

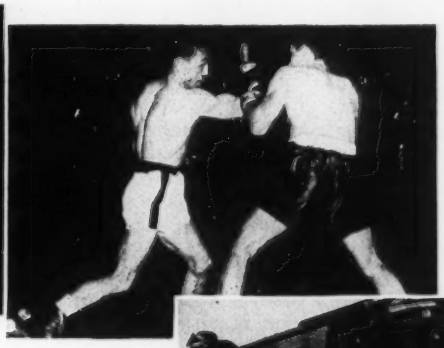
Then the U. S. entered World War II, and on May 22, 1942, television schedules were cut to four hours a week. Even so, many memorable events were captured by television during this period, among them special films of Japan's surrender on Sept. 9, 1945; opening sessions of the U. N. Security Council in New York on March 25, 1946, and the Louis-Conn heavyweight championship fight in June 1946 when the addition of a Washington station brought NBC up to a four-station network.

Near the end of the second decade, NBC demonstrated—Oct. 25, 1945—the RCA-developed super-sensitive "image orthicon" camera tube which solved major illumination problems and made outdoor pickups possible.

The third decade saw television establish itself and a new factor come into the picture —color.

For network radio, the past 10 years have been the hardest, as NBC and the other radio networks have tried to adjust to changing listening habits and changing buying patterns brought on by the growth of television. As part of that adjustment, NBC has inaugurated new techniques, including the weekend *Monitor* service (started June 12, 1955) and, for a time, a *Weekday* counterpart. More recently, the *Bandstand* concept of

LEADERSHIP
in News Service



WSYR has achieved leadership in news service by making news coverage the **Number One** programming responsibility. Seven full-time staffers share the job of covering, editing and reporting 12 complete news reports daily — these in addition to NBC's news reports. They cover the local and regional news 'round the clock — set up "on-the-spot" broadcasts of important special events. Naturally, the people of Central New York prefer WSYR for news. And advertisers recognize WSYR as **the news buy** in this 20-county market with 1.5 million population and $2.2 billion annual spending power.

NBC Affiliate

WSYR

5 KW ★ SYRACUSE ★ 570 KC

Represented Nationally by **HENRY I. CHRISTAL CO., INC.**

live music by name bands for two hours each weekday morning has been in operation since July 27 of this year, and since then a whole new project including five-minute newscasts hourly has been laid out for introduction early next year.

In September 1947, NBC and Eastman Kodak announced the development of a special camera which paved the way for kinescope recordings—a development the importance of which became increasingly appreciated as the number of affiliates grew faster than AT&T could link them for simultaneous transmissions.

But the size of the live network was growing quickly too.

NBC's midwestern tv network opened Sept. 20, 1948, to include St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo—all connected by coaxial cable. Two years later, coaxial cable links to Memphis, Kansas City and Omaha, and to Jacksonville, Fla., were opened (the World Series that year, televised as far west as Omaha, reached an estimated 38 million people). On Sept. 4, 1951, microwave relay and cable linked the East Coast and the West, and that year the World Series reached 60 million. By the end of 1953 NBC had 168 affiliates (compared to 207 now).

There were other technical achievements: first use of the split screen on Aug. 2, 1949, and rear screen projection on Jan. 13, 1950; construction of multi-million-dollar tv studios at Burbank, Calif., which were opened Oct. 4, 1952; airborne relay of live pickups in Cuba to U. S. audiences on *Wide Wide World* on Nov. 13, 1955.

Color Tv Speeds Up

Color television meanwhile developed slowly at first, then at a faster and faster clip. RCA and NBC held out for a compatible color system—which RCA had announced in August 1949—and in the end FCC reversed itself and authorized compatible standards on Dec. 17, 1953. NBC-TV then carried four major programs in color within 15 days, and by the end of that year the five NBC-owned stations and 65 affiliates had announced they would equip to relay network color shows.

NBC started the 1954 new year by relaying—in the first coast-to-coast colorcast from the West Coast—color pickups of the Tournament of Roses Parade at Pasadena. The 90-minute color spectaculars were inaugurated Sept. 12, 1954, with the presentation of Betty Hutton in *Satins and Spurs* from NBC's new Brooklyn studios, just adapted for color at a cost of $3.5 million.

New color studios in Burbank were opened March 27, 1955, and a $12 million program to increase color facilities even further was announced the following November. NBC-owned WNBQ (TV) Chicago commenced operations as the world's first "all color" station on April 15, 1956, and last month NBC announced a $3.5 million plan for further expansion of the network's color facilities during 1957-58. By Nov. 1 of this year, NBC was networking 55 hours of color programming per month, and network officials announced that by Jan. 1, 1957, 134 of its 207 stations would be equipped to carry network colorcasts, 30 to originate their own live color shows, and 47 to originate film shows in color.

NBC'S HOURLY NEWS RUNS INTO HITCH; MAJOR AFFILIATES REFUSE CLEARANCES

NBC Radio's new plan of offering five-minute newscasts on the hour ran into enemy fire last week, despite its success in attracting Bristol-Myers to half-sponsorship (see story, page 50).

Spokesmen for a number of major NBC Radio affiliates told B•T that for both programming and economic reasons they would not clear the five-minute segments requested for the newscasts, which NBC hopes to start Jan. 14 [B•T, Nov. 12 *et seq.*; CLOSED CIRCUIT, Dec. 3].

NBC officials voiced surprise at this resistance, asserting that both in discussions with affiliates throughout the country and in returns of contract amendments to date they have encountered virtually complete endorsement—and that on this basis they have no thought except to go ahead with the plan. They acknowledged that some stations indicated problems would be involved in clearing all the periods concerned, but said these stations also indicated they would work out these problems satisfactorily.

Larry Webb, managing director of Station Representatives Assn., meanwhile sent to SRA members a memorandum charging that "this supposedly 'new' plan is a further invasion on the part of NBC of their affiliates' station time periods at cut-rate prices—and this at a time when radio time sales are showing excellent gains, especially in the national spot field."

Mr. Webb claimed "the only thing 'new' about [the plan] is that such a deal has never been offered to an advertiser at such a ridiculously low price." He quoted NBC estimates that the cost per thousand home commercial impressions would come to 59 cents and that this would drop to 48 cents if auto commercial impressions were counted. His memorandum continued:

"Radio stations throughout the country have been doing an outstanding job of news programming for years, and practically every newscast is sold out to either local or national advertisers. NBC, instead of doing a really creative and selling job for their affiliates in option time periods, has decided that it is much easier—and perhaps more lucrative—to move into the most valued time periods which have been developed solely by the stations and chip off some of that 'spot' money which has been the major source of revenue for radio stations throughout the country."

'No Time for Station Breaks'

A "possible" other new feature in the plan, Mr. Webb asserted, is that unlike most local news shows, it "leaves no time for station breaks" to be sold to local sponsors—and that it accomplishes this "for a price far below the station's rate card." He continued:

"The question being asked is 'Why do the affiliates say yes to such a plan?' Perhaps the answer in most cases is wrapped up in an NBC network tv affiliation, or in other cases, a long hoped for tv affiliation. If further proof is needed that NBC really wields a club over the heads of many of its affiliates, perhaps this is it.

"Unless there are hidden factors in the formula for figuring revenue, not one station on the list has anything to gain by this deal, including the NBC owned and operated stations, and radio, the advertising medium that has been undersold for the past 30 years, is again confronted with another cut-rate proposition at the hands of a network."

The complaint of individual stations pictured as opposing the plan involved both economics and program policy. Spokesmen, who asked that their identities not be revealed, maintained that many stations believe that "news on the hour" is "not good programming," and that there simply isn't enough news available to justify the 17 hourly newscasts which NBC proposes to carry each day.

Loss of Money Seen

Their economic objection was fundamental: They claimed that by giving up the five-minute periods that NBC is asking for, they would lose money because some of these periods, at least, are sold locally for more than they would receive from NBC for the network newscasts. One station estimated its loss in local revenues would come to $42,000 a year, whereas its total revenues from the network currently do not exceed $25,000 a year.

The critics acknowledge that a vast number of affiliates heartily endorse the plan, as NBC officials have reported. But, these critics maintained, most of the approvals come from smaller stations, and larger ones and those with good local sales in these five-minute periods stand to lose if they clear the time.

The five-minute news plan, which would present newscasts hourly from 7 a.m. to 11 p.m., is part of an overall proposal by NBC that also encompasses a "hot line" service (already in operation) permitting NBC to break into local programming immediately with news of major importance; 70-second station breaks, which give affiliates one-minute local commercial availabilities; right of affiliates to sell network sustainers locally, subject to recapture in event of network sale; and changes designed to strengthen programming. NBC officials a fortnight ago completed a series of regional meetings to explain the entire project directly to affiliates. They reported afterwards that it had received virtually 100% approval except for a relatively few instances where affiliate representatives withheld comment or were not in position to speak for their managements.

Harry Bannister, NBC station relations vice president, said Friday that not in five years had he taken a proposal on the road to affiliates and met with so nearly universal acceptance as was accorded the current project. The relatively few stations that indicated they would have problems, he said, also gave indication that the problems could be worked out. He declined to give figures on the written returns as yet, but said they greatly exceeded his expectations and contain no rejections.

it's RICHER than you think!

Sure! women buy fur coats in Florida —to wear up North! But they buy *more* food, home furnishings, sports clothes, drugs and all the other items that go with modern, everyday living. The men do a little buying, too. For instance, last year retail purchases in the WFLA-TV Sales Area climbed to a whopping billion-and-a-quarter dollars—34% of Florida's total!

The WFLA-TV market is RICH — RICHER than you think! It's a fast-growing market where weekly payrolls from constantly expanding industrial and agricultural production create steady buying power right around the calendar. It's Florida's second and America's 36th Retail Market—and here's what's in it for you:

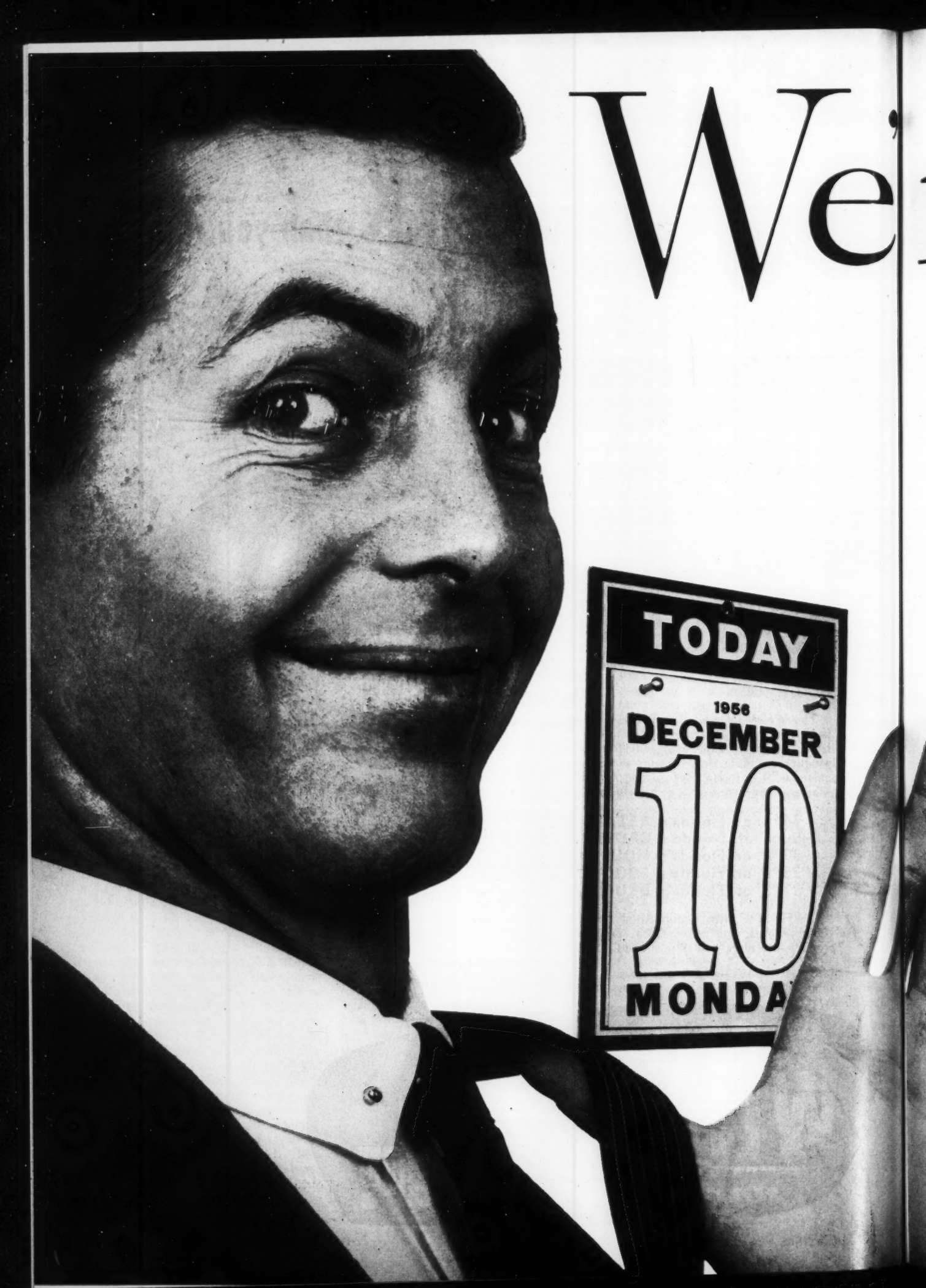
34% of Florida's RETAIL SALES
56% of Florida's GROSS FARM INCOME
37% of Florida's HOUSEHOLDS
35% of Florida's FOOD SALES
31% of Florida's DRUG SALES

WFLA-TV, with unduplicated NBC live programming reaching out into its 100-mile area, and strong local programs packed with showmanship, puts your product into more homes in Florida's *Second Market!*

(Figures from Consumer Markets—1955)

wfla-tv channel 8
TAMPA-ST. PETERSBURG
NBC Basic (INTERCONNECTED) NBC

National Representative
BLAIR - TV


We
TODAY
1956
DECEMBER
10
MONDA

re real Proud!

It's December—the last month of another year—a year that has seen Television rise to new heights and Radio come alive again, but for most of us here at Hollingbery, it marks a record year wherein the stations we represent have seen sales climb to new levels...higher levels than were ever anticipated. As we say, we are real proud of this record, and we might rest on our laurels, but to us the record of this past year is only a "starting point" for an even bigger and better twelve months to come. We are already making plans for 1957...for greater sales results, all spelling out greater profits for each and every Hollingbery station.

We repeat, "WE'RE REAL PROUD!"

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis

GM REVISES CO-OP AD PROGRAM

- **Company decides to discontinue dealer-company fund**
- **Congressional, Justice Dept. probes seen as reason**

COOPERATIVE advertising through dealers and distributors felt the impact of congressional and Dept. of Justice probing last week as General Motors, reputedly the nation's largest advertiser, revised its longtime co-op program.

Decision of GM to discontinue its co-op fund, part of a reported $100 million annual advertising fund, led Attorney General Herbert Brownell Jr. to say, "The Dept. of Justice welcomes the announcement by GM of its abolition of the dealer advertising fund. This step should help to eliminate some of the sources of friction between dealer and manufacturer."

GM has decided to eliminate the cause of the federal probes—dealer contributions. In a letter to GM's 18,500 passenger car and truck dealers, Harlow H. Curtice, president, said the company pioneered a factory-dealer advertising program nearly 30 years ago to meet a dealer need for "quality and comprehensive advertising on a local basis."

Advent of radio created new advertising problems, said Mr. Curtice, who added, "More recently, with the growth of television as a national and local advertising media, the number and complexity of these problems have increased substantially, especially in the administration of the program. These problems have been handled on a national and local basis to achieve the broadcast coverage for all dealers, not however, without some instances of differences of opinion between dealers themselves and between some dealers and those charged with the administration of the program."

Under its new policy GM has eliminated dealer contributions entirely. It has refunded to each dealer the unspent portion of his contributions to the GM advertising and promotional fund. GM assumes full responsibility for the cost and administration of the new advertising and promotional program on a local and national basis, and it factors added costs into the list prices of General Motors vehicles instead of receiving dealer contributions for each car sold.

GM contended the changes will have little effect on costs to the consumer. The new program does not affect normal dealer advertising on a local basis to specific competitive situations.

According to testimony before the Senate anti-trust subcommittee, which held hearings on General Motors advertising practices early this year, some dealers objected to contribution of an estimated $20, for example, to GM for each Chevrolet sold. The committee wrote legislation, enacted during the summer, which allows dealers to sue in federal court on the ground of bad faith in terminating a franchise agreement.

FAMILIAR FRAME

General Mills

THE TV SCREEN, one of the most looked-at shapes in America today, provides the outline for the new General Mills corporate signature, which brings uniform identification to the company's broad line of products.

Hundreds of circles, squares, triangles, rectangles, ovals and futuristic shapes and combinations were rejected in favor of the video screen, according to J. S. Fish, director of advertising for General Mills.

The new corporate symbol will be used as the signature for advertising, promotional material and product packages. It also will serve on stationery and business forms, physical structures and vehicles, publications and other literature.

Hudson Motors' Account Placed With Geyer Adv.

THE $2.8 million Hudson Motors' account (Hudson and Metropolitan autos), which last month was resigned by Brooks, Smith, French & Dorrance [B•T, Nov. 12], has been placed with Geyer Adv., both through New York and Detroit. Geyer for the past 20 years has handled the Nash and Kelvinator Div., of American Motors.

Geyer now handles the complete American Motors Line, ranging from passenger sedans and station wagons (Hudson, Nash, Rambler, Metropolitan), refrigerators, freezers and air conditioners (Kelvinators).

Following the appointment the agency's president, Sam M. Ballard, announced that Geyer would set up an entirely new creative group to handle the new accounts. The appointment was effective Dec. 1.

Studebaker-Packard Has No Plans For Added Network Activity Now

STUDEBAKER-PACKARD Corp., operating on a "slightly reduced" broadcast advertising budget for the forthcoming year, plans no further network activity for the present, spokesmen indicated last week. The auto firm sponsors *NBC News* with Chet Huntley and David Brinkley (NBC-TV, Mon., 7:45-8 p.m. EST).

At a news conference in New York Thursday, S-P President Harold E. Churchill said his firm would concentrate on the medium priced field for 1957, producing only Packard Clipper sedans and station wagons.

Although S-P's agency, Benton & Bowles, has not yet finalized the full introductory campaign, spot radio-tv reportedly will be used.

Also on Thursday, S-P dealers in 22 cities got their first look at the 1957 Packard when Theatre Network Television Inc. staged a special closed-circuit program from ABC-TV headquarters in New York.

Mogul Names Three Heads For Research Dept. Units

CREATION of three functional divisions within the research department of Emil Mogul Co., New York, with a directing head for each unit was announced last week by Joel Martin, director of media and research.

Harvey Queen, assistant director, becomes responsible for consumer research and administration; Arnold Feldman assumes supervision of statistical service and sales analysis, and Lawrence Lynch directs the department's field research service.

Mr. Martin also announced that Melvin H. Ross, formerly assistant project director at Dancer-Fitzgerald-Sample, New York, and Norman S. Passman have been added to Mogul's research staff.

Philip Morris to Back Touring Country Music

TOURING country music shows are planned by Philip Morris Inc. to start next month in the South and later expand throughout the country. The advance itinerary—which will include free concerts and weekly broadcasts sponsored on radio—was announced last week after a contract signing between the cigarette maker and Jim Denny Artist Bureau, Nashville.

Country music star Ray Price will headline the first "Philip Morris Country Music Show." Radio telephones installed in the group's bus will permit members of the show to talk with editors, disc jockeys and others in the areas they intend to visit. At each major stop along the road, the group will be featured in a weekly radio broadcast, with the station lineup and originating station for each of the airings dependent on the travel route.

N. W. Ayer & Son, Philadelphia-New York, is the agency.

Ben Duffy Hospitalized

BEN DUFFY, president of BBDO, New York, and one of advertising's best known leaders, suffered a cerebral hemorrhage last Monday in Minneapolis, but was reported later in the week to be resting comfortably. Stricken during a business trip, he is a patient at Minneapolis' Abbott Hospital and is not permitted visitors. His family has requested that no remembrances be sent to him during his hospitalization.

$750 per week gets you!

15.1

WABD's presentation of Warner Brothers pictures has hit the formula of success! With a vertical presentation of a matinee and evening performance, 15.1% of all TV homes in the nation's largest market tune in every Sunday.

These are the Nielsen figures (4 weeks ending October 20, 1956).

	A	B	A+B
Weekly Cumulative Audience			
Homes	333,300	346,800	623,500
Percent	8.1	8.4	15.1
Avg. Qtr. Hr. Eps	4.4	4.4	4.8
4 Week Cumulative Audience			
Homes	885,200	1,061,200	1,739,600
Percent	21.4	25.7	42.1
Avg. Qtr. Hr. Eps	6.6	5.8	6.9

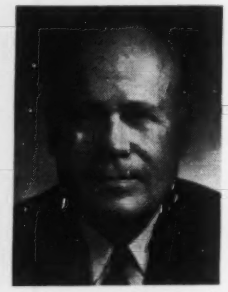
The lowest cost per thousand of any feature film presentations in New York on the station where interesting things keep happening.

WABD, N.Y. Channel 5

Research Man Should Be Ad Minded, Larmon Says

A RESEARCH MAN who isolates his interests and thinks of research alone is "like a tag dangling from the selvage," according to Sigurd S. Larmon, president of Young & Rubicam.

Mr. Larmon made this statement before more than 40 research executives convening in the agency's main office last Friday for a five-day international research conference.



MR. LARMON

Research executives, Mr. Larmon said, are regarded not as research specialists but as advertising men who specialize in research.

The Y&R conference, under the direction of Dr. Peter Langhoff, vice president and director of research, was to emphasize the necessity of planning research to provide data which is relevant and applicable to marketing and advertising problems. Research executives from Y&R offices in Montreal, Toronto, London, Mexico City and Frankfurt, Germany, as well as from the firm's main offices and its domestic branches, attended the meeting.

"The ideal Y&R product group delivers the blended judgment of its members, seeing the advertising problem as a whole, rather than a series of conclusions contributed by people thinking mainly in terms of their own specialties," Mr. Larmon said in his opening address.

Expressing agency's long-held appreciation of the part research can play in sound planning, Mr. Larmon said, "there is far less work in whipping out the actual ads for a campaign than in the planning and digging that should go into evolving the right basic strategy. Yet, unless the strategy is right even the most brilliant advertising will lay a large and gleaming egg."

Mr. Larmon, in describing some of the changes that have taken place in marketing in the past few decades, said:

"In the twenties and thirties competition was keen but not the total warfare it is today. Manufacturers were more apt to depend on adroit salesmanship than on million dollar giveaways. There was a more recognizable difference between competing products than there is today. Today the laboratories have leveled most of that out. Whether you are talking products, advertising ideas, layout treatments, package design, merchandising stunts, television shows or what have you, we are in the greatest era of monkey-see, monkey-do the world has ever known."

Mr. Larmon observed that the research account executive is an important factor in helping establish the strategic plans on his account and that one of his greatest contributions can be toward a better understanding of the product-consumer relationship.

He noted: "We expect the research department to keep itself in advance of the field in this important area of product-consumer relationship. We want this department to be completely integrated with the agency, to be advertising minded, to be discontented with present accomplishments and eager to challenge the future."

Chesterfield to Take Sinatra on ABC-TV

LIGGETT & MYERS (Chesterfield cigarettes) is expected to sponsor the as yet untitled Frank Sinatra show on ABC-TV next fall.

Details have not yet been worked out, it was understood, pending completion of final arrangements of the Sinatra-ABC pact which was consummated only two weeks ago [B•T, Dec. 3]. That contract—between Kent Productions and ABC—reportedly would possibly net Mr. Sinatra $1 million each year for three years and provides for ABC acquisition of a stock interest in Kent (owned by Mr. Sinatra) over that period.

While figures are pliable, depending on such matters as station lineups, starting dates, etc., it was reported that the talent cost for a half-hour of Mr. Sinatra's series, some of the weekly programs to be live and others on film, will run between $65,000 and $75,000. This, it was said, would make the 30 minutes the most expensive on television.

Chesterfield would pick up the entire series—weekly half-hour programs plus two one-hour special shows, and, it was reported, would have the option to permit sale of one half of the "package" to another advertiser, should it so desire.

The ABC-Sinatra pact, negotiated by Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc. and acting president of the ABC division, generally is regarded as the first major move by ABC to climb into the upper tv billings strata next fall.

McCann-Erickson, New York, is the agency for Chesterfield.

Lever Bros. Buy on CBS Radio Totals $3 Million Gross Billings

LEVER BROS. CO., New York, has purchased 20 segments weekly on CBS Radio, a 52-week contract, effective Jan. 2, which represents an annual gross billing of $3 million including time and talent.

The Lever buy, reported last week by John Karol, CBS Radio vice president in charge of network sales, was seen as "one of the largest purchases of radio time and talent in recent years." Involved are 7½-minute segments in four Mon.-Fri. programs: *Ma Perkins, Young Dr. Malone, Romance of Helen Trent* and *House Party*.

Mr. Karol pointed out this was the fifth sale by the radio network within six months that totaled in excess of $1 million gross (time and talent). Others: Colgate-Palmolive, $3 million; Standard-Brands, $1.5 million; Scott Paper Co., $1.3 million, and Slenderella International, $1 million.

Lever's purchase also represents a return of the national advertiser to CBS Radio's program sponsor list. Its most recent programs on CBS Radio were *Arthur Godfrey*

WHO BILLS WHAT ON TV NETWORKS?

WHAT do agencies spend on tv networks?

For the first time in network history the net billings of each advertising agency on CBS-TV and NBC-TV have been compiled by B•T. The figures have been developed from files of the House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N. Y.), which directed the networks to supply complete lists of their clients for each network program, plus the average weekly billing and average network discount [B•T, Nov. 19, 12].

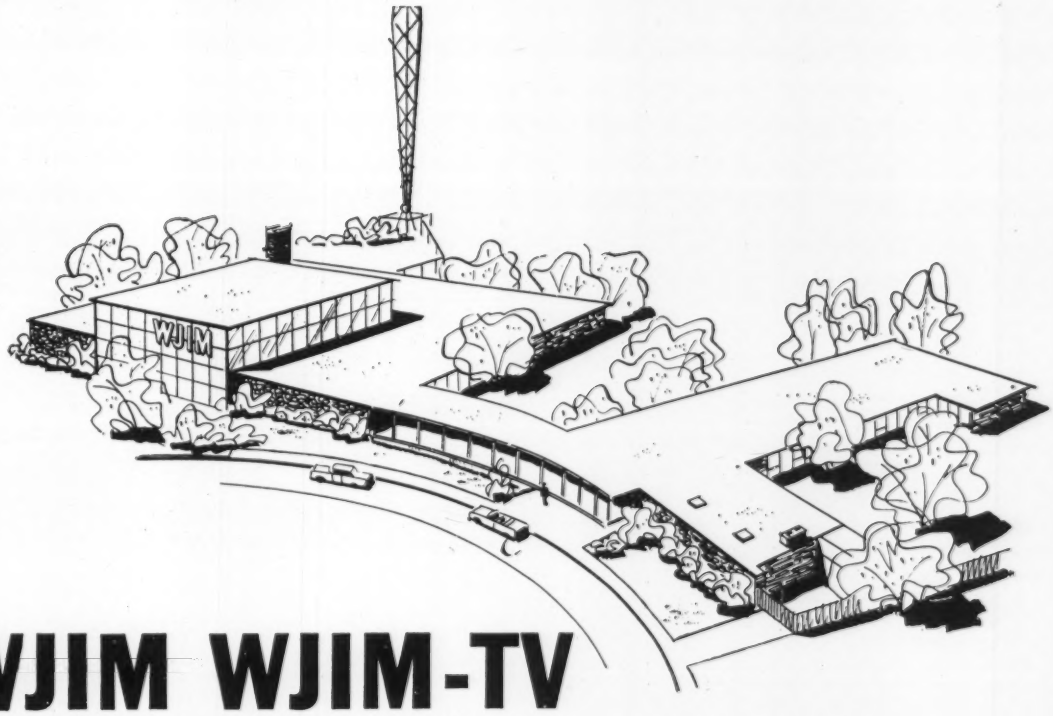
B•T has converted the network information to show exactly what sponsors spent for each program on CBS-TV and NBC-TV through individual advertising agencies. The results of the compilations will appear in two instalments, beginning with this issue (see pages 102-108). They show how 93 agencies spent $142 million on CBS-TV in the year 1955 and the first six months of 1956. Similar compilations for NBC-TV will appear in the Dec. 17 B•T.

Agency-by-agency breakdown of CBS-TV billings appears on pages 102-108. NBC-TV's agencies will appear Dec. 17.

No. 1 agency on CBS-TV in the 18-month period from January 1955 through June 1956 was Young & Rubicam, which placed total business of $24,646,724 on the network. Other agencies placing more than $10 million on CBS-TV in the 18-month period were: William Esty & Co., $16,133,916; BBDO, $15,081,126; Leo Burnett Co., $13,950,426; McCann-Erickson, $13,489,511; Dancer-Fitzgerald-Sample, $10,836,951; Biow Co. and Biow-Bern-Toigo combined, $10,427,851.

The CBS-TV billings by agencies list all sponsors and programs carried during the January 1955-June 1956 18-month period, broken down separately for 1955 and the 1956 half-year. In cases where substantial portions of a network contract have been divided among two or more agencies, the details are explained in footnotes indicated by an asterisk (*). The separate amounts handled by each agency are unavailable.

The totals and separate sponsor expenditures on CBS-TV are net billings (average weekly gross minus average weekly discount). Not included in the CBS-TV tables are advertisers' purchases under the Extended Market Plan service.



WJIM WJIM-TV

LANSING, MICHIGAN

...now represented by

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives since 1932

WJIM the radio station most listeners in Lansing prefer—with a strong line up of the most popular local radio personalities and programs to serve the community interest.

WJIM-TV Lansing's only VHF station with CBS, NBC and ABC programming.

Lansing, Michigan—with a balanced economy. Home of important industry, Capital of the State and the Campus of Michigan State University.

NEW YORK	CHICAGO	DETROIT	ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
250 Park Avenue	230 N. Michigan Ave.	Penobscot Bldg.	Glenn Bldg.	406 W. Seventh St.	1750 North Vine St.	Russ Building
YUkon 6-7900	FRanklin 2-6373	WOodward 1-4255	MUrray 8-5667	EDison 6-3349	HOllywood 9-1688	SUtter 1-3798

Time, House Party and *Aunt Jenny*, all of them used by the advertiser a year ago. Lever started its association with CBS Radio in 1935 with *Lux Radio Theatre*.

Products to be advertised on the programs include Spry (through Kenyon & Eckhardt), Rinso (through J. Walter Thompson Co.) and Breeze (through BBDO).

Both Are Positive About a Negative

TWO radio-tv advertisers last week concluded that coffee and wine do not mix—especially when it comes to advertising copy. Charging that Eastern Wine Corp's. (Chateau-Martin wine) new spot campaign was "the slickest piece of doubletalk heard on or off Madison Ave. in the past 25 years," William Black, president of Federal Nut Co. (Chock Full O'Nuts coffee) alleged that C-M had "pirated" Chock Full's "negative approach in advertising."

The Chateau-Martin campaign urges: "Don't, please don't buy Chateau-Martin wine . . . unless you are that rare person . . . that one in 10 . . . who truly appreciates vintage wines."

The "negative approach", as formulated by Federal and its agency, Grey Adv., has been on the air for close to two years with the copy: "Don't spend the extra money for this coffee . . . unless you're just plain cra-azy about good coffee . . ."

Mr. Black said Chock Full has spent over $2 million on its "negative approach" campaign in several eastern states. He charged that the wine company's " 'new' advertising theme is a brazen carbon copy of another's idea . . . compounded by the claim that the idea is 'unusual.' "

Martin Lefcort, Chateau-Martin's president, counter-charged that Mr. Black had "borrowed" his firm's original "Gaston" jingle ("I'm just cra-azy about Chateau-Martin wine") of 20 years ago and converted it to a "Kaffeeklatsch."

The Chateau-Martin campaign was placed by Stephen Goerl Assoc., New York. Mr. Goerl told B•T that he had opposed the copy idea. He added that his agency would not handle Chateau-Martin vintage wines following the conclusion of a radio spot campaign on WQXR New York. At that time, the vintage wine part of the account will go to Ben Bliss & Co., New York, which currently handles the C-M popular wine list.

Eastern Wine Corp. President Lefcort, who indicated that his firm spends over 50% of its advertising budget in radio and television (total budget is "well into six figures"), countered: "I'm not mad at anybody."

Convair Plans Drive

CONVAIR Division of General Dynamics Corp., San Diego, Calif., has named Hixson & Jorgensen, Los Angeles, to service and create advertising in connection with its national employment recruiting drive. Heavy budget is used in three major media, including radio. Agency will establish a San Diego office. Appointment is effective Jan. 15. Glenn Adv., Ft. Worth, Tex., will continue to serve Convair divisions in that city.

SPOT TV HAS SPECIAL BENEFITS FOR TEXTILE FIRMS, SAYS BARBER

SPOT TV is a "natural" for textile industry advertising but network tv offers many problems, according to A. W. Barber, general advertising and sales promotion manager for Dan River Mills Inc.

In a speech before the third annual general managers' meeting of CBS-TV Spot Sales, held at New York City's Savoy-Plaza Hotel [B•T, Dec. 3], Mr. Barber admitted he had even been skeptical of the value of spot television until his companys' initial venture into that field this fall. The venture has developed into a "happy association," he said.

Because of the textile industry's "narrow margin of profit, fast-paced seasonal turnover and intense competition" advertising must be "direct and effective," Mr. Barber declared. "There is neither time nor money available for experimentation or mistakes or the luxury of long-range or strictly institutional advertising."

He explained that textile advertising not only must be merchandisable but it must be merchandised: First to the manufacturer, who is the primary customer; then to the retailer, who is his customer, and finally to the consuming public.

"We are engaged in the fashion business—our product and our promotion is dependent upon trends—the styles and the colors of the apparel being worn by both sexes of all ages, and the changes in their taste which are reflected in what they buy to wear" he said.

A. W. BARBER (l), general advertising and sales promotion manager for Dan River Mills Inc., discusses points in his speech before the third annual general managers' meeting of CBS-TV Spot Sales with Merle Jones (c), CBS-TV executive vice president, and John A. Schneider, general manager of CBS-TV Spot Sales.

"Our product, the fabric, goes through rather a drastic change in the hands of the manufacturer because there it is styled into the garment which will eventually reach the consumer at the retail store. The shopper coming in to buy a dress for herself or for her little girl is first motivated by appearance, by the fashion that is in the item.

"The major contribution has been made by the manufacturer in the manner in which he has styled the garment. The performance inherent in an established brand of fabric can only close the sale when the appearance appeal of the items offered is equal. This, then, is our industry's promotion and selling problem with the ultimate consumer."

These were the "fundamental limitations" which Mr. Barber said rested in his mind "and still rest in the minds of most advertising men in the textile business," which deter them from using television.

"Why? Because we have instinctively thought of television as network television, failing on our part to realize that the limitations of our advertising which made network television unattractive at the same time made spot television a natural for textile advertising.

"Because of limited profits, we need an effective economical medium for direct sales support. Because of the seasonal nature of our selling, we need a flexible medium, where we can select our markets and control our concentration, either heavy or light, during any important period of the year. Here it is important to understand that cottons sell most heavily at retail during two periods each year: for spring-summer—from Easter until June—and for fall and back-to-school apparel—from July to September. Thus we must concentrate our activity in short six-to-eight week saturation campaigns, at the time of your slack season when we have the advantage of high availabilities.

"Again because of our need for merchandisable advertising, we need a media which effectively impresses and supports the retailer intent on selling our product in his local market.

"Finally, we need an effective means of balancing the primary fashion appeal of our print media advertising with a strong yet economical and effective fabric performance and brand identification campaign."

Mr. Barber declared, however, that the mainstay of textile advertising must still be the print media because "the primary selling appeal is appearance, and fashion appearance is dependent on color. Color is what we're selling, so to speak, and color can still be bought most economically in print. Yet, from the most effective teacher of all, experience, I repeat spot television is a natural advertising need for our industry."

"However, not all is wedded bliss. In order to merchandise and promote our advertising through all our market levels, we must be able to wrap up a program and begin to present it to our customers and the retailers through salesmen's presentation and trade advertising as much as nine months in advance of the campaign, because that is when we are selling the fabrics which will be in the garments at retail when the advertisement breaks. This advance promotion of advertising in direct support of our sales must be specific. To say that we will have magazine advertising and television advertising to be run at a certain time is not enough. We must sell specifically, double spread in *Life* on such a date, a campaign of ten spots a week on the *Mr. & Mrs. Show* in Philadelphia

Mr. Willard Moneymaker says:

"Our increasing success is due in great measure to the superb job done by WKNB-TV"

Howard Cleaners
IT COMES CLEAN FROM Howards

Mr. Erwin Needles
WKNB-TV
1422 New Britain Avenue
West Hartford 10, Connecticut

October 10, 1956

Dear Mr. Needles:

I have been meaning for some time to write you, to express my appreciation to Channel 30 for the excellent job it has done in serving Howard Cleaners and for the invaluable role it has played in establishing the good name and success Howard Cleaners enjoys today.

You know that Howard Cleaners began using Channel 30 several years ago; in fact, we are one of your oldest advertisers.

Thanks to the great and constant flow of customers our Channel 30 advertising brought us, we have been able to improve our services to the point where we are an acknowledgedly high-quality cleaning firm. Howard Cleaners offers truly quality service at all our branches. At the same time, the number of customers has continued to grow. We had 17 stores when we began our advertising on WKNB-TV; now we have 20.

I believe that our increasing success, our growth and our fine reputation are due in great measure to the superb job done by Channel 30 and the respect which your viewers have for the products and services advertised on your station.

I am proud and pleased with the progress Howard Cleaners has made and sincerely hope our mutually beneficial relationship continues.

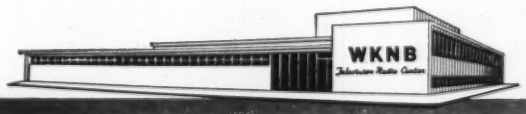
Sincerely,

HOWARD CLEANERS
Willard Moneymaker
Willard Moneymaker

letter on file

Our own programs, plus all the NBC shows make a *powerful* and *convincing* sales vehicle. If you want *productive advertising coverage* at low cost, WKNB-TV is one of America's great TV buys. WKNB-TV packs a powerful advertising wallop—375,000 sets—94% saturation in Hartford County.*

*ARB April, 1956



Represented Nationally by **The Bolling Company**

Basic NBC **WKNB-TV** *channel* **30**

Studios and Offices **West Hartford 10, Conn.**

to begin on a specific date. Thus the 30-day confirmation policy, personality vacations and personality turnover are pitfalls for the textile advertisers in spot television. . . ."

"Finally, if you would woo the soft goods advertiser as a new and significant customer for spot tv and as a backstop to those lonely lean summer hours, you must understand his problems and make a real effort to tailor your product to meet his needs. If once having won him you would keep him from straying, do as he does, sell your customer's customer. Woo, impress and sell the major retailers in your market. Establish a close working relationship with the merchandise managers, buyers and fashion coordinators. Breed in them a confidence in your ability to help them sell their soft lines and apparel merchandise, they are in the best position to sell your media to the textile and apparel manufacturers and then let's hope I'll have company in eating my words concerning the inability of tv to serve soft goods advertising."

Weekend Daytime Video Gets Top Audience Gain

GREATEST increase in homes reached by the average tv advertiser, January through October of this year, over last year's same period has been in the daytime on weekends, when the increase was 23% more homes. In the daytime on weekdays, the upswing in homes reached was 21% and in the evening the gain was 17% more homes.

These figures—computed by A. C. Nielsen Co.—were released last week by the Television Bureau of Advertising. Also pointed up: the average evening network program is reaching more than 1 million more homes per telecast this year than last; average increase for weekday daytime programs is 457,000 homes; for weekend daytime program, the increase is 770,000 homes.

Full data is contained in following table:

The Trend on Network Tv Program Audiences 1955 versus 1956

January through October of each year
(Nielsen total audience basis)

	Rating (PSB)	Homes (000)	Per Cent Change
Average Evening Program			
1955 (133)	20.8%	5,827	
1956 (134)	21.3	6,834	+17
Average Weekday Daytime Program			
1955 (46)	7.9%	2,192	+21
1956 (49)	8.3	2,649	
Average Weekend Daytime Program			
1955(18)	13.8%	3,323	
1956 (18)	14.5	4,093	+23

Note: (Figures in parentheses are the number of programs.)

SEABOARD, GRANT SUED BY FRANCO

- **Breach of contract charged**
- **$356,718 damages asked**

A SUIT filed by Carlos Franco Assoc. seeking a total of $356,718 from Seaboard Drug Co. and its agency, Grant Adv., New York, was on file last week in New York State Supreme Court.

Franco Assoc., former agency for Seaboard, charges the drug manufacturer with breach of contract and accuses Grant of promoting the alleged breach. The suit seeks $156,718 from Seaboard and $200,000 from Grant. Seaboard makes Mericin (treatment of arthritic and rheumatic conditions).

The complaint claims that Franco Assoc. had a one-year contract (with 90-day cancellation clause) with Seaboard dated last July 3, and that Franco agreed to place a $1,475,000 advertising budget with Seaboard ($725,000 in network radio, $250,000 in spot tv, $500,000 in print media) between that date and next June 1. The $156,718 named in the suit represents 15% of the $1,044,791 which allegedly remained to be placed after Seaboard terminated the contract Sept. 12.

The complaint mentions two network purchases made before the contract with Franco Assoc. was terminated. One was the Walter Winchell newscast on 530 Mutual stations, with a weekly cost specified in the complaint as $9,747.28 ($5,882.50 to Mr. Winchell and $3,864.78 to MBS for time). The other was for participations in the weekday *Bob and Ray Show* on 477 MBS stations, pegged at $4,125 a week for time and talent. Mutual said Friday that the planned Seaboard sponsorship (under MBS' multi-message plan) was cancelled before the Sept. 17 starting date, but that Bob and Ray remained on the air despite Seaboard's withdrawal. The Monday-Friday series is currently "SRO," Mutual spokesman added. However, they could not say immediately who had killed the Seaboard order.

In the case of the Winchell program, the suit claims that Seaboard paid Franco Assoc. for the first show only, and that thereafter —until Seaboard dropped the newscaster last month (see story below)—the client paid Mutual either direct or through Grant Adv.

Meanwhile, Franco Assoc. has obtained a warrant of attachment in the amount of $45,000 against Seaboard.

Seaboard's formal answer to the suit has not yet been filed, but Seaboard President Harry H. Patterson has claimed in related proceedings that Franco Assoc. was "angry . . . because we were compelled to dismiss it . . . and retain . . . Grant because of plaintiff's inability to properly handle and process our extensive national advertising program." Mr. Patterson charged that Franco Assoc. acted "out of plain and simple peeve . . ."

Seaboard counsel also asked Supreme Court Judge Irving A. Saypol to require Franco Assoc. to put up a $200,000 bond to protect Seaboard's interests and stockholders, charging that the suit was a "complete fabrication" and "a hold-up." Franco Assoc. "categorically denied . . . the grave, unfounded and irrelevant accusations." Judge Saypol had not ruled on the bond request late last week.

In his Sept. 12 letter to Carlos Franco terminating the arrangement with that agency, effective with the receipt of the letter, the Seaboard president said that "the problem of credit with all media can be readily extended to us by an agency of greater size and strength, whereas it has been a constantly recurring problem since our relationship as client and agency began."

Mr. Winchell, although dropped by Seaboard, is currently heard on MBS through co-op sponsorship. Seaboard is still a Mutual advertiser, sponsoring a five-minute weekday newscast on 570 stations; buying five participations in the weekday 9 a.m. news on 28 Yankee network stations, and backing *Tello Test* on 40 Don Lee network stations.

THE SPLIT WITH WINCHELL

AN explanation was provided last week for the cancellation by Seaboard Drug Co. of its sponsorship of Walter Winchell's news commentary program over Mutual shortly after the Nov. 6 presidential elections. Harry Patterson, Seaboard president, revealed the firm had received "countless complaints" from its dealers, customers and spokesmen for both major political parties, referring to "distasteful remarks" Mr. Winchell had made over a four-week period concerning Democratic candidate Adlai Stevenson. On election night, Mr. Patterson continued, Mr. Winchell made "a comparison between Adlai Stevenson and Christine Jorgenson." Thereafter, Mr. Patterson said, Mr. Winchell has been using his syndicated newspaper column "with malicious intent to malign, damage and discredit" his former sponsor.

Closed Workshop Scheduled By ANA on Co-Op Advertising

THE Assn. of National Advertisers last week announced that it will hold a closed workshop on co-op advertising Jan. 24 at the Plaza Hotel in New York. Characterizing the topic of co-op advertising as "complicated and controversial," ANA workshop program chairman, Elmer Ward Jr. of the Palm Beach Co. (clothing), said that the meeting will not be open to the press "in order to implement informal discussion and exchange of ideas."

Members of the workshop program committee, in addition to Mr. Ward, include Charles Bell, Pepperell Mfg. Co.; Hugh Engelman, Motorola Inc.; John Field, Warner Bros. Co. (foundations); Carlton Gilbert, U. S. Rubber Co.; Frank Hale, Bristol-Myers Co.; John Saltz, American Greetings Corp., and Robert Williams, American Radiator & Standard Sanitary Corp.

A SINGLE OUTLOOK IS BETTER

Janus was the fellow who could look in two directions at once. His feat may have had certain ocular advantages, but he unquestionably suffered from divided attention.

Not so with Harrington, Righter and Parsons where policy is to concentrate in only one direction, giving exclusive attention to television station representation. These 12 stations insist on complete, intelligent service. Our singleness of purpose gets it for them.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B Albany *WAAM Baltimore* *WBEN-TV Buffalo* *WJRT Flint*
WFMY-TV Greensboro/Winston-Salem *WTPA Harrisburg*
WDAF-TV Kansas City *WHAS-TV Louisville* *WTMJ-TV Milwaukee*
WMTW Mt. Washington *WRVA-TV Richmond* *WSYR-TV Syracuse*

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 12 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors (also Dec. 19, 26).
Dec. 13 (8:30-9:30 p.m.) *Shower of Stars*, musical version of "Christmas Carol," Chrysler Corp. through McCann-Erickson.
Dec. 14 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors (also Dec. 21).
Dec. 16 (5:30-6 p.m.) *McBoing-Boing Show*, sustaining (also Dec. 23, 30).
Dec. 18 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 25).

NBC-TV

Dec. 10-14 (3-4 p.m.) *Matinee*, participating sponsors (also Dec. 17-21, 24-28, 31).
Dec. 10 (8-9:30 p.m.) *Producer's Showcase*, "Festival of Music," RCA and Whirlpool through Kenyon & Eckhardt, and John Hancock Mutual Life Insurance Co. through McCann-Erickson.
Dec. 11 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Dec. 18, 25).
Dec. 11 (10:30-11 p.m.) *Break the $250,000 Bank*, Lanolin Plus through Russel M. Seeds (also Dec. 18, 25).
Dec. 12 (9:10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co. (also Dec. 19, 26).
Dec. 13 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Dec. 20, 27).
Dec. 14 (8:30-9 p.m.) *Walter Winchell Show*, Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 21, 28).
Dec. 15 (10:30-11 p.m.) *Your Hit Parade*, American Tobacco Co. through BBDO and Warner-Lambert Pharmaceutical Co. (Richard Hudnut) through Kenyon & Eckhardt on alternate weeks.
Dec. 16 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs (also Dec. 23, 30).
Dec. 16 (7:30-9 p.m.) *Hallmark Hall of Fame*, "The Little Foxes," Hallmark Cards Inc. through Foote, Cone & Belding.
Dec. 16 (9-10 p.m.) *Chevy Show* with Dinah Shore, Chevrolet through Campbell-Ewald.
Dec. 17 (7:30-7:45 p.m.) *Nat King Cole Show* sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

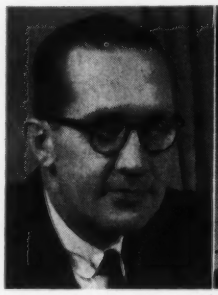
Four MJ&A Officers Promoted; Management Staffs Reactivated

ADVANCEMENT of four of the key executives of MacManus, John & Adams, Bloomfield Hills, Mich., and a realignment of executive responsibility at the agency were announced last week by Ernest A. Jones, president of the agency.

Charles F. Adams, account executive on Cadillac, becomes executive assistant to the president and account supervisor on Cadillac. Hovey Hagerman, executive officer on the Pontiac account, was advanced to senior

MR. ADAMS

MR. HAGERMAN



MR. HATCH

MR. HILLENBRAND

vice president. Fred J. Hatch, general manager, was elected a director, and Leo Hillenbrand, comptroller and financial officer, was promoted to secretary-treasurer.

Mr. Jones also announced the reactivation of two executive groups to supervise internal operations for the agency. The administrative supervisory staff, under Mr. Adams, will be concerned with day-to-day operations of the agency, according to Mr. Jones. He said the second executive group—the advisory staff—will be headed by W. A. P. John, cofounder of the agency and chairman-emeritus, and will devote itself to the charting of business trends and opportunities.

Bristol-Myers Puts $2.1 Million Into NBC Radio Hourly News

IN a transaction said to represent more than $2.1 million in net billings, the Bristol-Myers Co., New York, has bought half of NBC Radio's new five-minute news programs to be broadcast hourly on the full network (7 a.m. to 11 p.m. EST, daily), starting Jan. 14. The agency is Young & Rubicam, New York.

In announcing details of the purchase last week, William K. McDaniel, vice president in charge of sales for NBC Radio, pointed out that Bristol-Myers is the first advertiser to sign for the network's new radio news service. The 52-week Bristol-Myers order calls for half sponsorship of the news shows 17 times a day, Mondays through Fridays, on behalf of Bufferin, Ipana, Vitalis, and other products.

SSC&B Enlarges Media Dept., Promotes Three, Adds Three

ENLARGEMENT and reorganization of the media department at Sullivan, Stauffer, Colwell & Bayles, New York, were announced last week by Frank Minehan, executive media director.

In the realignment, the executive post of associate media director has been established and the title given to three men: Walter Bowe, timebuyer, and John Kelleher and Bert Wagner, space buyers (see condensation of Mr. Bowe's speech to Radio-Television Executives timebuying seminar). As part of the expansion in the department, new staff members include Vera Brennan, former head of the timebuying department of Scheideler, Beck & Werner, New York; Marjorie La Neve, former head spacebuyer at CB&W. and Tom O'Dea, former timebuyer for William Esty, New York.

Moore Joins Erwin, Wasey

ELLIOTT M. MOORE has been appointed radio and television director of the Chicago office of Erwin, Wasey & Co., it was announced last week by Frederick J. Wachter, vice president and general manager. Mr. Moore previously was radio-tv director and account executive for O'Grady, Anderson & Gray, Chicago.

New Calif. Agency Formed

ADVERTISING Agencies Inc. has been established at 12412 Ventura Blvd., Studio City, Calif., with Kent Goodman as senior account executive. D. E. Bradford is production chief of the new agency and Iris Baude is office manager-timebuyer.

Bowling Firm Takes NBC-TV Show

BRUNSWICK-Balke-Collender Co. (bowling equipment), Chicago, sponsored a special, one-time-only telecast of *All Star Bowling Finals* yesterady (Sunday) over six NBC-TV-owned stations (11:30 p.m.-1 a.m. EST). Through McCann-Erickson, Chicago, Brunswick-Balke-Collender sponsored the championship bowling event on WRCA-TV New York, WRCV-TV Philadelphia, WRC-TV Washington, WBUF (TV) Buffalo, WNBQ (TV) Chicago and KRCA-TV Los Angeles, and in addition signed for a series of one-minute participations on KOMO-TV Seattle between Nov. 24 and Dec. 22.

STUDIO CITY TELEVISION PRODUCTIONS, INC.

cordially invites you to join
its rapidly expanding group
of television film commercial clients
among whom are . . .

AMERICAN HOME PRODUCTS CORP. – DENNISON'S FOODS
BOB HOPE ENTERPRISES
COLGATE-PALMOLIVE CO.
ELGIN NATIONAL WATCH CO.
FULLER PAINT CO.
FALSTAFF BREWING CORP.
GENERAL CIGAR CO. INC.
GENERAL ELECTRIC CO.
GENERAL FOODS CORP.
GENERAL MOTORS CORP.
THE GOODYEAR TIRE & RUBBER CO., INC.
GULF OIL CORP.
HUNT FOODS, INC.
INTERNATIONAL HARVESTER CO.
INTERNATIONAL SILVER CO.
KAISER ALUMINUM & CHEMICAL CORP.
KELLOGG CO.
MAX FACTOR & CO.
THE NESTLE COMPANY
THE PROCTOR & GAMBLE CO.
THE QUAKER OATS CO.
REMINGTON-RAND, INC.
R. J. REYNOLDS TOBACCO CO.
REVLON PRODUCTS CORP.
SICK'S SEATTLE BREWING & MALT CO.
UNION OIL CO. OF CALIFORNIA
UNITED VINTNERS, INC.
WHITE KING SOAP CO.

All Production Filmed at
World Famous
REPUBLIC STUDIOS
No. Hollywood, California

★

All Film Processed by
CONSOLIDATED FILM INDUSTRIES
America's Largest and Finest
Laboratories, Located in
Hollywood, New York
and Fort Lee, N. J.

Respectfully yours,

STUDIO CITY TELEVISION PRODUCTIONS, INC.

Morton W. Scott

PRESIDENT

4020 CARPENTER STREET
NORTH HOLLYWOOD, CALIFORNIA
POPLAR 3-8807

REMEDIES IN NEW YORK TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Bufferin (Young & Rubicam)	4	1	9	136
2.	Anacin (Ted Bates)	12	2	12	109
3.	Alka-Seltzer (Wade)	6	2	12	87
4.	Bromo-Seltzer (Lennen & Newell)	1	1	3	34
5.	Rolaids (Ted Bates)	1	1	1½	31
6.	Pepto-Bismol (Benton & Bowles)	1	2	5½	27
7.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	3	2	3½	20
8.	Tums (Dancer-Fitzgerald-Sample & Ruthrauff & Ryan)	1	1	3	20
9.	Eno Antacid (Atherton & Currier)	(P)	1	3	19
10.	BC Headache Powder and Tablets (N. W. Ayer)	(P)	1	4	18
11.	Phillips Milk of Magnesia and Tablets (Dancer-Fitzgerald-Sample)	3	2	3	17
12.	Bisodol (SSC&B)	1	1	1	8

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Bufferin (Young & Rubicam)	4	2	10	144
2.	Alka-Seltzer (Geoffrey Wade)	6	3	25	140
3.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	3	4	14½	128
4.	Anacin (Ted Bates)	12	2	12	74
5.	Tums (Dancer-Fitzgerald-Sample & Ruthrauff & Ryan)	1	2	19	57
6.	St. Joseph Aspirin (Lake-Spiro-Shurman)	—	1	34½	53
7.	Bromo-Seltzer (Lennen & Newell)	1	3	7	48
8.	Phillips Milk of Magnesia and Tablets (Dancer-Fitzgerald-Sample)	3	4	7½	28
9.	Rolaids (Ted Bates)	1	2	8½	20
10.	Pepto-Bismol (Benton & Bowles)	1	2	5½	19
11.	Eno Antacid (Atherton & Currier)	(P)	2	4½	18
12.	BC Headache Powder and Tablets (N. W. Ayer)	(P)	1	4	14
13.	Bisodol (SSC&B)	1	1	1	5

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 19, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

RADIO-TV EMPHASIS INCREASES AT RY&M

- **Now 25% of total billing**
- **Carbona latest to be added**

DISCLOSURE last week that Carbona Products Co. (Carbona cleaning fluid, soapless lather and wall-wipe) has appointed Reach, Yates & Mattoon, New York, to handle its advertising, points up an increasing expansion into radio-tv at the agency. Carbona is a radio and tv spot user.

Principally a print media agency in the past, it now is doing about $2 million in radio-tv out of about a yearly $8 million billing, compared to an approximate $750,000 in radio-tv a year ago (out of a total of about $7.5 million). By the end of next year, the agency, which this month marks its 25th anniversary, expects to be billing approximately $10 million, with radio-tv taking an increased share.

A $250,000 radio-tv spot campagin will be launched by Carbona in the New York area about Jan. 1 with test campaigns progressing into Miami, Tucson, Phoenix and the New Haven markets.

RY&M three weeks ago picked up additional International Latex Corp. accounts (girdles, bras and pillows) to add to those it already had been handling (Latex's infantwear division, gloves and Isodine antiseptic). Thus RY&M becomes the sole domestic agency for Latex, an account worth more than $2.5 million. Foote, Cone & Belding now services the Latex products which will switch to Reach, Yates & Mattoon on Jan. 1. C. J. Herrick, New York, formerly serviced Carbona.

The agency also is handling a foreign-make automobile, Isetta, made by Bavarian Motor Works in Munich and distributed in the U. S. by Fadex Commercial Corp., New York. A tv campaign has been running in Hartford, Conn., and will move into Los Angeles. The agency is servicing a $250,000 media budget for the United States World Trade Fair exhibition to be held April 14-27, 1957.

Reflecting the expansion into radio-tv, which began in earnest last summer, the agency since then has added Norman Gladney, formerly with Bulova Watch Co., as vice president and director of sales promotion, radio and tv; Nelson Metcalf, formerly with McCann-Erickson, New York, as vice president and creative head, and L. L. Schultz, formerly with Biow Co., New York, as vice president in charge of art. Charles Dallas Reach is founder and board chairman.

Average Male Income Rises 5%

AVERAGE male income (median) in 1955 was $3,400, an all-time United States record and $160 or 5% above 1954, according to the Census Bureau. About four-fifths of men were employed at fulltime jobs, their income averaging $3,900. Average income of male parttime workers was $700.

Median income of women was $1,100, with half of them employed on a fulltime basis. Income of fulltime women workers was $2,100, parttime workers averaged $500.

PROCEDURES OF TIMEBUYING— A MANY-FACETED BUSINESS

SSC&B'S WALTER BOWE

PROCEDURES of timebuying were explained in a detailed and informative manner Tuesday by Walter Bowe of Sullivan, Stauffer, Colwell & Bayles, New York, before the timebuying and selling seminar held in New York by the Radio & Television Executives Society. Mr. Bowe, a broadcast buyer, last week was named an associate media director at SSC&B (see story, page 50). This, condensed, is what he said:

WHEN I think of procedures I automatically envision:

Drawing up plans, revising plans, preparing rep lists, calling reps, seeing reps, working nights, calling stations, preparing mailing lists, setting up estimates, setting up schedules, accepting makegoods, making schedule revisions, and memo after memo after memo. And it always seems the tighter your schedule the more of these items come up for attention—immediate attention.

My conception of the overall procedures of buying breaks down into three separate sections: planning, purchasing and the written material required to button up purchasing and in turn relate results back to original client goals.

These should cover just about everything, because all of the steps of buying will fit into one of the categories.

Planning:

Planning is easily the most important of the three. The automatic assumption that the actual purchasing comes first is all wrong. We can all buy and we can all handle written details. Planning is the thing, and upon how imaginative or creative we care to make ourselves in the planning stages hinges the success of the campaign.

The buyer who allows a spot plan to be submitted today that calls for the use of early morning radio minutes exclusively is committing suicide. Sure, for a majority of clients this kind of radio representation is ideal, but why promise something that probably can't be delivered. It would seem best to put alternative times (noon hour, early evening) for use where early morning is unavailable.

Anybody with a mass-consumed product would love to have an evening half-hour on network tv. Any buyer who lets this get into a client recommendation without explaining the handicaps to be overcome in this medium today (clearances, for example) is making a mistake.

These are extreme examples, but they sometimes happen and you wind up either not being able to spend the allocation wisely, or not being able to spend the allocation at all. If there was ever a time when a buyer could be justifiably conservative, it's when a misdirected proposal is in the works. Oppose it, because the only one who'll have to take the rap for not producing on it is you. Keep an open mind when planning and don't let the details obscure the opportunity.

If there is one secret so far as being an important contributor to a well thought-out plan, it's getting your facts on paper. Memos and recommendations, possibly because of their volume, have a way of being forgotten in short order. This makes it important, therefore, to time your recommendations and keep them down to a minimum. By timing, I mean put them through when it's strategically best, and that's as soon after the problem comes up as possible. Keeping objections to a minimum is important because it tends to make each one more impressive when registered.

The problem with putting things down on paper seems to be the one that plagues us all along the line . . . *finding time*. It's something that has to be created usually, but it can save a lot of time later on.

That's it for planning. Discuss, but don't argue. And put your reasons in writing.

Purchasing:

When the buying's being done, you face the greatest amount of pressure so far as the allotment of your time is concerned. With the phone ringing, salesmen in the reception room, your secretary handing you partial confirmations and the account people asking for a progress report, you've got to be able to separate the important from the unimportant and do first things first.

If there's one rule of thumb for determining what takes precedence when there are two things to be done or two people to see, I'd say just ask yourself, "how will this effect completion of the job at hand?" An honest answer will make the decision obvious.

Probably one of the sorest points with both buyer and seller is the matter of the unconfirmed availability. It's painful because the buyer wants to spend the money, and the seller, for understandable reasons, would like to take it. (I'm talking about the red-hot spot that isn't there shortly after the order is placed, or the network property that missed acceptance because somebody else was there 15 minutes earlier.) This matter of sitting on avails has hurt us all at one time or another, and the thing that hurts most is that the lost offering usually is acted upon as soon as possible.

Premium spots should not be lost because of adherence to procedure. These are relatively easy to recognize. The question is how to minimize the period between the time spots are submitted and the time they are acted upon. The best system is to designate dates for delivery of availabilities when the request for availabilities is made. In this way, it's possible to gauge the approximate number of markets you can complete per day and have offerings for just that number of markets on hand. This system, barring unpredictable delays, can assure fresh availabilities on a day-to-day basis. Nothing about [it] creates any steps or work not in use right now in the standard manner of handling spot availabilities.

Where you may encounter a slight difficulty is in your allotment of time to sales people. Whereas a group of stations are normally disposed of in a single sitting, this method may require several calls. However, there are substantial reasons why this becomes an advantage. First, the avails will, by rights, be as fresh as possible. Second, the reps story will enjoy a sort of exclusivity in that it will not be thrown in with those of six, eight or 10 other stations. Third, it's possible to make your buys on the spot, and the salesman can walk out with the order. If this isn't an agreeable arrangement, I've got a lot to learn about salesmen.

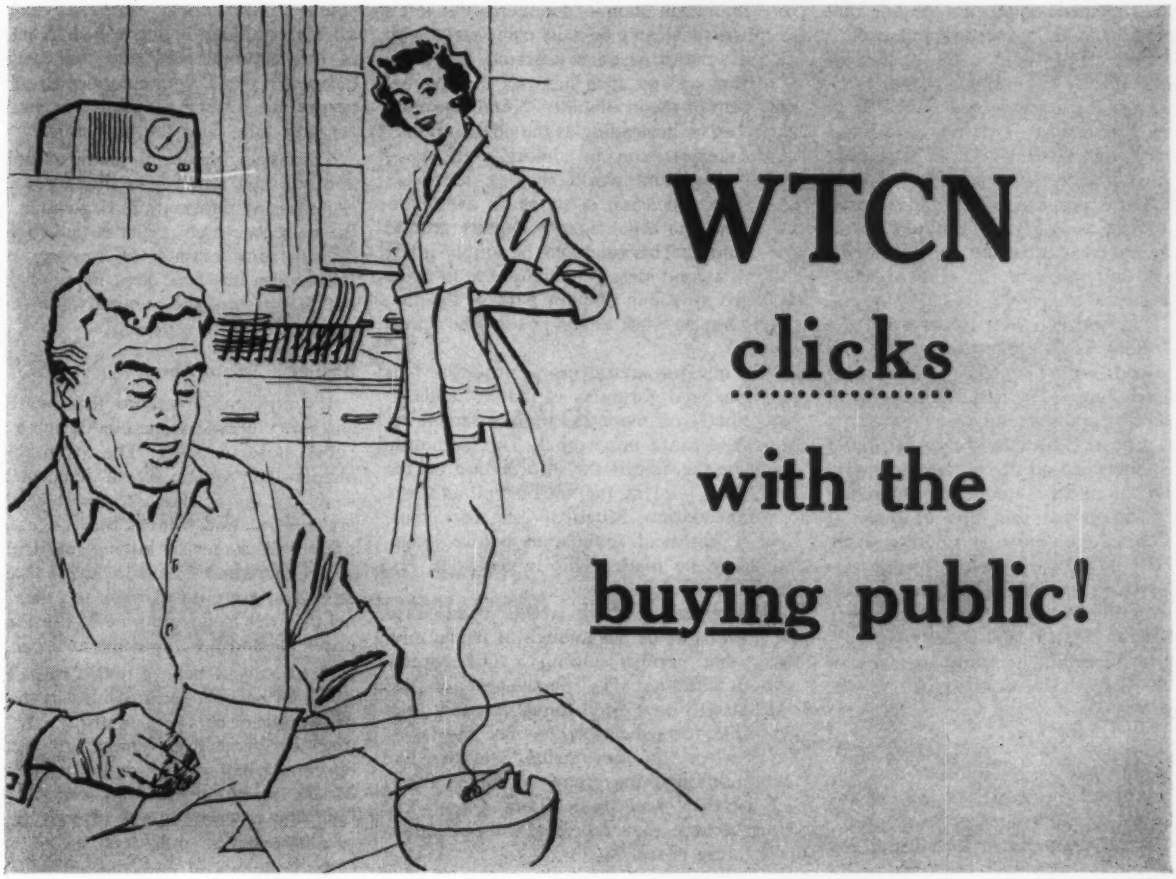
I might add that there is a strong psychological advantage to this sort of system. The pressure of buying is reduced appreciably when you have before you only six, eight or 10 market folders to be cleaned up, instead of the not uncommon 60, 80 or 100. It's an orderly method of business, so how can it be wrong? Getting your spot availabilities on a staggered basis permits you to buy a campaign just as fast as getting them all in at once. It's an obvious fact that you will be working with spot times that have a greater likelihood of clearing. This can work in the big shop as well as the small. The only requisites are that there be a sizeable list of markets and a definite timetable is adhered to.

All of this, of course, applies to spot activity. There's no strict parallel so far as network is concerned. Our contribution in this area covers three elements:

Time period analysis—this would be information, largely statistical, dealing with adjacent and competitive shows.

Lineup expectancy—this is vital in tv more so than in radio. It's chief benefit is forecasting where you won't rather than will clear.

Background information—This is by far



WTCN clicks with the buying public!

In the Twin Cities market, WTCN Radio aims straight for the massive BUYING audience! WTCN features the kind of radio that more listeners prefer and this wide variety of programming is designed to appeal to all ages! WTCN reaches more people each week with: outstanding ABC Network shows, top local news and sports coverage, interesting civic discussions, current hit tunes and standard pops featuring favorite local personalities with music to suit *every* taste!

In Minneapolis-St. Paul your *best buy* is the station that delivers the *buying* audience! Call your nearest Katz office or WTCN Radio for the full story today.

WTCN Radio

1280 kilocycles 5,000 watts ABC Network

MINNEAPOLIS-ST. PAUL

Represented Nationally by the Katz Agency, Inc.

Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

the trickiest element of all. It's the one that relies most on your knowledge and experience. Suppose client "X" is in the market for a daytime quarter-hour and an offering is received involving a new show handled by an established personality. You may know that this person was unsuccessful in a similar venture two or three years ago. Or you may know that the proposed format has never clicked at the time of day planned for it. Or you may know that the competition is of a kind that murders the type of show under consideration.

By all means get this information on paper. So long as you know something that has happened, something that you can usually produce figures for, make it known.

We talked earlier about losing out on a network property because the order letter was 15 minutes behind that of another party and all too often it's a competitor. If there's a formula to correct this kind of thing, it can only be that you move 30 minutes ahead of the next guy, which simply means you drop everything and move. If you have a client in the market for a network property and you get an offer, I can't conceive of anything more important or more deserving of immediate and exclusive attention. You've got to get there fast if you want to get there first.

Forms:

The best way I can suggest is through the simple means of a standardized form, showing the basic elements of importance in any purchase—rating history (if available), competition, cost-per-thousand, audience composition, lineup, coverage and so forth. On forms of this type, I've always found it a good practice to leave ample space for a very important item—"comments." There's so much that can't be said completely with numbers that it becomes necessary to devote a portion of any such analysis to a verbal treatment of the availability. Numbers sometimes can be misleading as the devil and they need interpretation in almost every case.

This isn't any world shaking idea. It's used time and again in shops all over New York and the other agency centers around the country. This ought to be ample proof that it's a good idea. Personally, I'm in favor of forms for use in as many parts of the day-to-day buying work as can possibly be drawn up.

The obvious arguments against this idea of forms and formulas is that it tends to make the buyer more and more mechanized, more and more impersonal. This certainly could be the case if the information on the form isn't used as the starting point for a recommendation. Much of our work must have a statistical foundation before judgement can be made. This is simply a first step, a beginning.

The really big thing is that forms save time. None of us has enough of it and anything that permits cutting a few corners without limiting the effectiveness of our work has to be a good thing. Account men get to like forms because they become familiar "yes" or "no" documents. Salesmen like them (although they may never see them) because they speed up decisions. Clients like them because they represent simplifications of working processes.

Written Material:

We are now dealing with the schedules, estimates, lineups, revisions and summaries which must be passed along to client, account group, billing, estimating and traffic after a campaign is put to bed. A good deal of this material falls into the category of business records, data compiled to serve as a permanent history of what was purchased, for how long, and for how much.

This is an important phase of our work, and one that requires as much precision or exactness of information as possible. This is the point at which media is tied in with the overall consideration of moving product. If this idea has been kept in mind throughout purchasing, the summary can be a rewarding thing to produce.

Business Expansion:

It's a matter of record that our business and every other prosperous business has become more complex. The same thing has happened in and to media departments and in my estimation buyers cannot be the general information sources they once were. In these final stages of buying, particularly, it has become necessary for buyers to delegate more and more detail work to other personnel in order to devote time to the expanding problems and developments in broadcasting.

Personally, I believe it is a mistake for a buyer to become too involved in the details of the business. There is always the danger that too great involvement in details will obscure what you're really trying to do. Media has gotten too big—too full of new data and new conditions to have the "Jack of all trades" anymore.

So long as you know where the supporting material can be turned out, and you understand it when it is produced, you're safe. And you can concentrate on media as media.

RADIO IS HI-FI FOR SIGHT & SOUND

RADIO gets full credit for enabling the House of Sight & Sound, a retail store in suburban Los Angeles which features high fidelity sound equipment along with the usual line of records, phonographs, tape recorders and radio and tv sets, to claim it has become the largest store of its class in the region.

By using radio advertising exclusively in the past three years, Sight & Sound has been able to double its gross income each year, according to Jerry Johnson, store manager and one of four partners in the four-year business. Volume for 1956 is expected to top the million dollar mark for the first time, Mr. Johnson says.

Located in Van Nuys, Calif., Sight & Sound draws customers from all over the Southern California area in spite of its suburban location, Mr. Johnson explained, citing the impact of radio. The store last month further expanded its radio budget, every dollar of which has been spent on KMPC Los Angeles since the beginning, and now sponsors more than six hours weekly. Tilds & Cantz, Hollywood, handles the account.

"We invest over $1,000 a week in radio now," Mr. Johnson said, "and we sure get results."

Unlike many stores featuring high fidelity gear, Sight & Sound does not go for "long hair" music but rather finds more effective the middle-of-the-road popular music featured by Bill Stewart and other disc jockeys on KMPC, Mr. Johnson explained. "The long-hair addict is already sold on hi-fi," he said, "and by sticking to middle-of-the-road music we are sure of reaching a much bigger audience of people who also are potential customers when they learn about Sight & Sound and what we have to offer them."

For commercial copy, Sight & Sound "is almost institutional," Mr. Johnson said. "We don't try to insult the intelligence of our listeners. Instead of hard sell we use sound, firm leaders and talk only about items we have well in stock. We build repeat business by selling only quality merchandise to begin with and following up with good service."

Sight & Sound handles lines such as Magnavox, Ampex tape recorders, Lansing speakers and McIntosh amplifiers, along with other labels for the budget minded. Store layout and customer comfort and service, such as the hi-fi patch board which permits demonstration of components, are stressed.

Sight & Sound in its first year tried newspapers and direct mail at about $200 a week and did an annual gross of $100,000, Mr. Johnson recalled. In early 1954, this money was switched to radio, buying a one-hour segment of the *Bill Stewart Show* on KMPC Saturday afternoons. The store topped $200,000 that year.

Sight & Sound expanded segments of Mr. Stewart's time on other days of the week in 1955 and that year the gross hit $500,000, Mr. Johnson said, noting that the personality of the radio performer has a big part in listener loyalty and identification.

Time was expanded even more this year, he said, including five nights weekly after midnight of another KMPC personality, John McShane. Newest buy last month was another Monday-through-Saturday 6:30-6:45 p.m. strip by Mr. Stewart called *Hi-fi on the Highway*.

With business getting better and better each year, Mr. Johnson has only one alternative and he and his partners are taking it: Expansion of physical quarters.

SYLVANIA TELEVISION Awards Committee

FOR OUTSTANDING PUBLIC SERVICE . . . A CITATION OF EXCEPTIONAL MERIT TO WBRC-TV FOR–

"THE THIRD SIDE"

The public-spirited, award-winning program was WBRC-TV's specially presented documentary story of a major industrial city during a crippling strike.

In Birmingham, where community interest is a strongly-felt bond between *industry* and *people* . . . where the common cause is *growth* and *a happy economy* . . . WBRC-TV has always accepted a large responsibility in local affairs. Its "voice and eyes" are dedicated to the interests . . . *both weighty and light* . . . of everyone. Good reason why WBRC-TV is *first* in Birmingham!

We, of WBRC-TV, gratefully and humbly accept this award.

WBRC-TV

BIRMINGHAM, ALABAMA

A Storer Station

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—Robt. C. Wood, National Sales Director.
CHICAGO—230 N. Michigan Ave. SAN FRANCISCO—111 Sutter St.

A STORER STATION

LATEST RATINGS

ARB

TOP 10 TV SHOWS (NOV. 8-14)

Rank by Rating	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating	Viewers (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt; Y&R	CBS-TV	165	Sun., 8-9 p.m.	46.8	48,240
2.	You Bet Your Life	DeSoto Div., Chrysler Corp.	BBDO	NBC-TV	155	Thurs., 8-8:30 p.m.	41.5	33,830
3.	Perry Como Show	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding SSC&B Perrin-Paus Kenyon & Eckhardt SSC&B	NBC-TV	128	Sat., 8-9 p.m.	39.3	37,630
4.	The $64,000 Question	Revlon Inc.	BBDO	CBS-TV	175	Tues., 10-10:30 p.m.	38.6	
5.	Producers' Showcase	RCA, RCA Whirlpool Buick Motors Div., GM	Kenyon & Eckhardt Kudner Agency	NBC-TV	94	Every 4th Mon., 8-9:30 p.m.	38.0	40,000
6.	G. E. Theatre	General Electric Co.	BBDO	CBS-TV	148	Sun., 9-9:30 p.m.	36.0	31,820
7.	I Love Lucy	General Foods Procter & Gamble	Young & Rubicam Grey Adv.	CBS-TV	160	Mon., 9-9:30 p.m.	35.9	32,300
8.	I've Got a Secret	R. J. Reynolds Tobacco	William Esty	CBS-TV	180	Wed., 9:30-10 p.m.	35.6	
9.	Disneyland	American Motors American Dairy Derby Foods	Geyer, BSF&D Campbell-Mithun McCann-Erickson	ABC-TV	176	Wed., 7:30-8:30 p.m.	35.2	31,330
10.	Climax	Chrysler Corp.	McCann-Erickson	CBS-TV	153	Thurs., 8:30-9:30 p.m. (three out of four weeks)	34.8	
	People Are Funny	R. J. Reynolds Tobacco Toni Div., Gillette Co.	William Esty North Adv.	NBC-TV	140	Sun., 7:30-8 p.m.		31,670
	Lawrence Welk Show	Dodge Div., Chrysler Corp.	Grant Adv.	ABC-TV	193	Sat., 9-10 p.m.		31,330
	Phil Silvers Show	R. J. Reynolds Amana	William Esty Maury, Lee & Marshall	CBS-TV	165	Tues., 8-8:30 p.m.		29,470

Copyright by American Research Bureau

NEW BUSINESS

Ralston-Purina Co. (cereal division), through Gardner Adv., both St. Louis, signed with NBC Radio as sponsors of new series of Mon.-Fri. five-minute newscasts featuring Washington correspondent Richard Harkness. Order calls for 52-week sponsorship, effective Dec. 31, for weeknight 7:15-7:20 time period.

American Can Co., N. Y., through Compton Adv., same city, to sponsor alternate Monday *NBC TV News* program (Mon.-Fri., 7:45-8 p.m. EST), effective Jan. 28. Contract runs through Jan. 13, 1958, and marks company's first use of network tv.

RENEWALS

Westinghouse Electric Corp. has renewed CBS-TV's *Studio One* (Mon. 10-11 p.m. EST) for 52 weeks. The program, which began on CBS-TV November 1948, has been sponsored continuously by Westinghouse since May 11, 1949. Agency: McCann-Erickson, N. Y.

Allstate Insurance Co., through Christiansen Adv., both Chicago, has renewed *Mel Allen's Sports Report* on ABC Radio (Mon.-Fri., 6:35-6:45 p.m. EST) for 52 weeks, effective Dec. 18.

AGENCY APPOINTMENTS

Nestle Co., White Plains, N. Y., names Bryan Houston Inc., N. Y., to handle advertising for Nescafe Espresso instant coffee.

Remington Records Inc., N. Y., appoints Blaine-Thompson Co., same city.

National Sugar Refining Co., Pa. Sugar Div., appoints Arndt, Chapin, Lamb & Keen Inc., Phila., effective Jan. 1.

General Electric Appliances Co., Phila., appoints Petrik & Stephenson Inc., same city.

National Airlines appoints Hoite Agey Adv., Miami, effective Dec. 1.

Richardson Corp., Rochester, N. Y., names Blaine-Thompson Co., same city.

Olympic Radio & Television, affiliate of Unitronics Corp., L. I., N. Y., appoints DuFine & Co., N. Y., effective Jan. 1.

Monarch Brewing Co., Chicago, appoints Beaumont & Hohman Inc., same city, for its new Augsburger beer.

Skyway Luggage Co., Seattle, with sales offices in 48 states and 33 foreign countries, has named Cole & Weber Adv., Seattle.

Inland Electronics Corp. (electronics equipment), Aurora, Ill., appoints Burton Browne Adv., Chicago.

D'Franssia Labs., Santa Monica, Calif. (pharmaceuticals), has named Armando del Moral, North Hollywood.

Bar-B-Kwik Co., Long Beach, Calif., (disposable barbecue unit) to Edward S. Kellogg Co., L. A.

Pharmaco Inc., Kenilworth, N. J., adds new product, Regutol (laxative), to list of accounts being serviced by Doherty, Clifford, Steers & Shenfield, N. Y.

Torino Foods (imported food specialities), N. Y., appoints Bermingham, Castleman & Pierce, same city.

Boice Gages Inc., Hyde Park, names Sabin Adv. Agency, Hurley, both N. Y.

Fohrman Motors, Chicago automobile dealer, and Alva Labs (Slumbron, Arthrex, Iso-Optic) appoint Olian & Bronner Inc., same city, latter for its new Tranquil tablets.

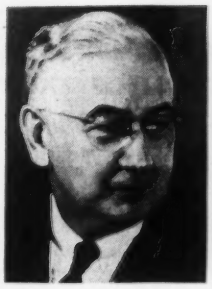
A&A PEOPLE

Larry Pendleton, Walter McCreery Inc., Beverly Hills, named executive vice president.

Kenneth L. Skillin, general advertising manager, Armour & Co., Chicago, appointed chief of advertising and sales promotion.

MR. LUDLUM

Stuart D. Ludlum, manager of West Coast office of C. J. LaRoche & Co., **David E. Robinson,** research director, and **Ruth West,** copy supervisor for agency, elected to posts of vice presidents at agency.



MR. ROBINSON

MISS WEST

J. Julien Dedman, advertising manager, Charles Scribner Sons, to C. J. LaRoche & Co., N. Y., in charge of sales promotion, merchandising department.

Dorothy O'Reilly, public relations, Compton Adv., Chicago, transferred to agency's new subsidiary, Compton Service Assoc. as Chicago office head.

Wallace MacDonald, assistant to manager of Atlanta office, BBDO, named head of office.

Richard G. Dexter, media department of Young & Rubicam Inc., Chicago, to Foote, Cone & Belding, same city, as media supervisor.

Vincent J. Connolly, formerly with Music Corp. of America and Author's League of America, named business manager for legal affairs in radio-tv department, Dancer-Fitzgerald-Sample, N. Y.

Ralph Watts, product manager, Post Cereals Div., General Foods Corp., Battle Creek, Mich., appointed merchandising manager, Van Camp Div., Stockely-Van Camp Inc., Indianapolis.

Sheldon Pogue, formerly with media departments of Cunningham & Walsh and Kelly-Nason, both N. Y., to Dancer-Fitzgerald-Sample, same city, as associate media director.

John W. Setear, assistant media director-account executive at McCann-Erickson Inc., Cleveland, to Leo Burnett Co., Chicago, as media supervisor.

Helen J. Lott, vice president of Leech Adv. Co., Cleveland, to Griswold-Eshleman Co., same city, as radio timebuyer.

"sonny—sometimes what you don't know can hurt you!"

"Made you a timebuyer, did they? Man of decision? Packing your head with market data, availabilities, cost-per-thousand, smart scheduling angles, huh?

"Don't look so surprised," smiles Billy Reed, super-host at New York's Little Club, "I know about these things. Why not, with all the big time-buying pros we get in here? Your own radio-TV head, for instance. Wised *me* up yesterday on something I never knew . .

"What? Well, it's no secret to the experts, I suppose. Couple of sure stations up in Maine—WABI Radio and WABI-TV. Powerhouse combination . . No. 1 in the hottest part of a state that's headed places! Nearly half a million customers now, spending over half a billion this year, he says. You go making up any schedules without WABI and WABI-TV, son, and it's back to the mailroom for you!"

Might not be *that* bad, of course. But the oracle of The Little Club sure has his facts right on radio and TV in Maine! What kind of shape are *yours* in?

wabi AM TV

Represented by: George P. Hollingbery—Nationally
Kettell-Carter—New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

Don Smith, advertising-sales promotion manager, Wilson & Co. (meat packers), Chicago, appointed director of merchandising-public relations at Wesley Aves & Assoc., same city.

Richard H. Hehman appointed director of marketing with responsibility for advertising, merchandising and brand management in newly-created post at Pabst Brewing Co., Chicago. He succeeds **Nathan L. Perlstein,** advertising director who resigned to open own marketing consultant firm [B•T, Dec. 1].

Allen Schwarz, account staff of Norman, Craig & Kummel, N. Y., to Block Drug Co., Jersey City, N. J., as product advertising manager.

Ben M. Zeiger, former marketing director, *The American Weekly*, to Pharmaceuticals Inc. (Geritol, Zarumin, Sominx), N. Y., as executive assistant to executive vice president.

Sydney A. Skillman, N. Y., zone sales manager, Studebaker-Packard Corp., appointed assistant general sales manager for marketing activities of Studebaker and Packard at corporate headquarters in South Bend, Ind.

Anthony G. DeLorenzo, director of public relations staff, General Motors Corp., elected vice president in charge of public relations, succeeding **Paul Garrett,** retired.

Kenneth P. Steinreich, executive vice president, Jacob Ruppert Brewery, N. Y., elected president, succeeding late Frederick M. Linder.

Howard Dahms, creative director, Adv. Assocs. of Philadelphia Inc., and **Rube Blavat,** office manager, elected vice president and treasurer, respectively.

Edward S. Hanslip Jr., formerly with BBDO, and **Richard J. Thorne,** advertising sales promotion manager, commercial equipment department of McGraw Electric Co.'s Toastmaster Products Div., to Earle Ludgin & Co., Chicago, as account executives.

Edmond Gray, tv producer, Kenyon & Eckhardt, N. Y., transferred to K&E's Chicago office in similar capacity.

Stan M. Goldstein, sales promotion-advertising department, Food Fair Stores, Phila., to Arndt, Preston, Chapin, Lamb & Keen, same city, as writer.

Lawrence Valenstein, board chairman, Grey Adv., N. Y., named chairman of advertising, broadcasting and publishing division, Federation of Jewish Philanthropies.

William R. Campbell Jr., account executive, St. Georges & Keyes Adv., N. Y., and **Theodore Walker,** public relations department, Esso Standard Oil Co., same city, named assistant vice presidents in charge of public relations and conventions for United Cerebral Palsy Assns. Inc.

Robert Norman Wold, account executive, Campbell-Mithun Inc., Minneapolis, married to Mary Elizabeth Angell, Dec. 1.

Richard J. Newman, assistant account executive, Benton & Bowles, N. Y., father of boy, Michael Brill, Nov. 22.

SCREEN GEMS BUYS HYGO, UNITED, SETS UP TV OWNERSHIP DIVISION

EXPANSION moves in two directions were announced last week by Screen Gems Inc., New York. The company has acquired Hygo Television Films and its affiliated company, United Television Films, and also has established a new division that will be directly concerned with tv station ownership, operation and programming.

Screen Gems withheld financial details of its transaction with Hygo and Unity but claimed that in the move the company emerges as "the largest distributor of television programming." Screen Gems, according to Ralph Cohn, vice president and general manager, has acquired the distribution rights to Hygo's and Unity's roster of properties, including 450 features, 130 westerns, 156 cartoons and 406 serial episodes, and thereby has a catalogue consisting of 10 national network shows, 11 syndicated programs consisting of more than 433 half-hours, 216 animated cartoons, 200 live action comedies, 736 feature films and 706 serial episodes.

Hygo Television Films was organized in 1951 by Jerome Hyams, its president, who in 1955 purchased United Television Films from Arche Mayers. Stipulated in the integration agreement with Screen Gems, Mr. Cohn said, will be the transfer to Screen Gems of all personnel presently employed by Hygo and Unity. Mr. Hyams, he said will function as director of syndicated sales for Screen Gems and Robert Seidelman, who has been vice president in charge of sales for Hygo, will be named to an executive sales post with Screen Gems. When integration is completed, Mr. Cohn said, Screen Gems will have a 48-man sales staff.

Mr. Hyams will assume duties being relinquished by Robert H. Salk, who moves into Screen Gems' new stations operations department.

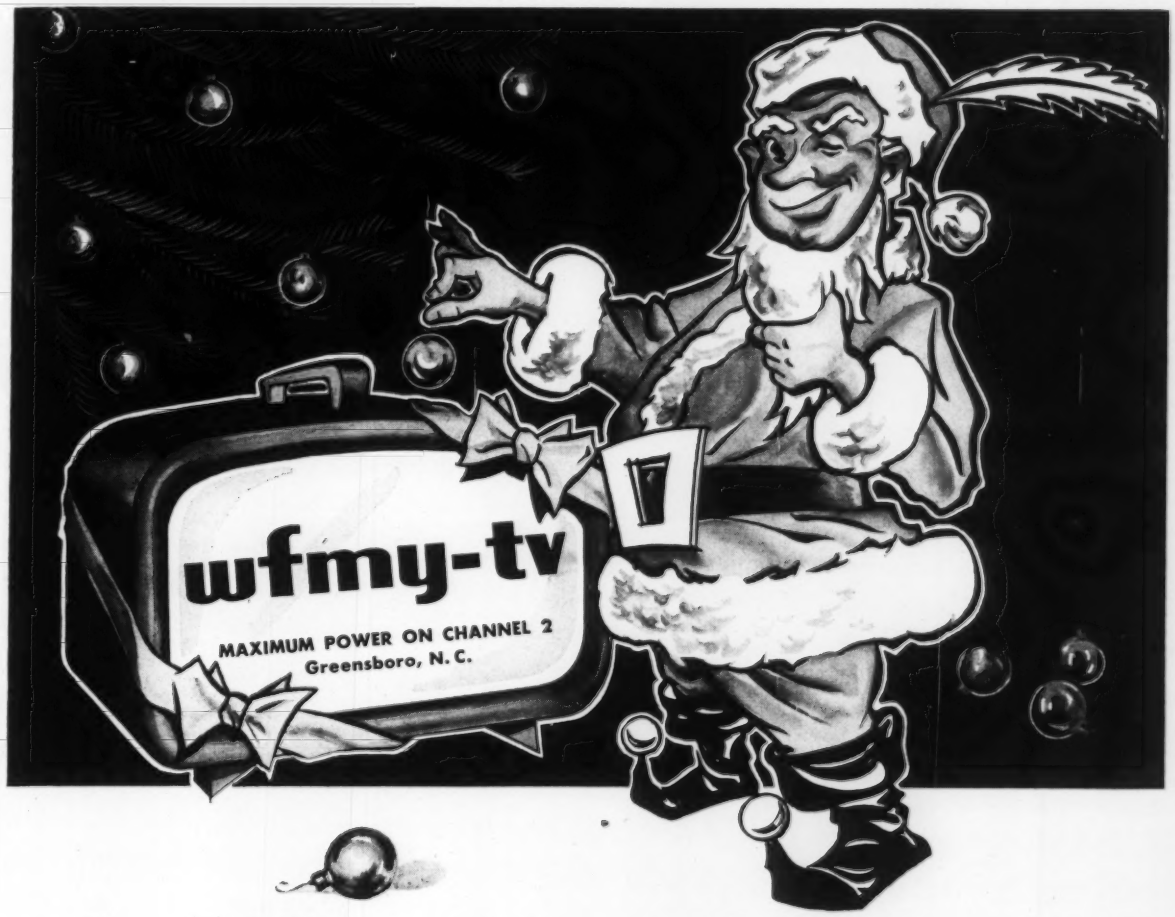
In announcing this new activity, Mr. Cohn pointed out that Columbia Pictures, parent company of Screen Gems, revealed at its annual meeting two weeks ago [B•T, Dec. 3] that plans were being formulated to place SG in the tv station ownership field.

Mr. Cohn explained that Mr. Salk will represent Screen Gems in the purchasing of stations and said his department will be available for consultation on programming toward "more profitable operation of television stations." In addition, Mr. Salk will be the company's liaison with government agencies concerned with the television industry. Mr. Cohn termed this development "a logical step in our company's continuing expansion," claiming the addition of the stations operations department places Screen Gems "in every major facet of the television industry."

MR. SALK

Mr. Salk told B•T that Screen Gems currently is not negotiating with any particular tv station, although it has been approached by several station owners. The company, he said, plans to "examine every proposition before making a decision to purchase." He explained that the program consultation phase of his department will involve service —made available at no charge—to any tv station that approaches Screen Gems for assistance.

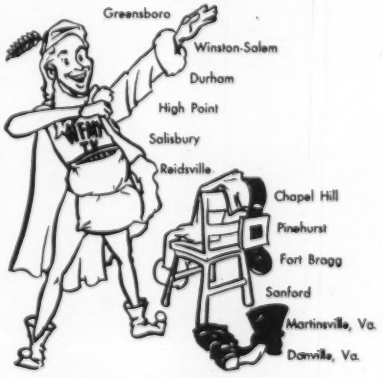
Completing the negotiations: Ralph M. Cohn, (seated, right) vice president and general manager of Screen Gems, and John H. Mitchell, vice president in charge of sales (seated, left); Burton Hanft (standing), director of business affairs, and Jerome Hyams (seated, middle), the new director of syndicate sales for SG.



Look Who's Playing Santa!

Whether you believe there's a Santa or not, if you get all the facts you'll find that Christmas-like sales are yours "year-round" with WFMY-TV. Why? Because no station or group of stations — not even Santa himself — delivers complete coverage of the Prosperous Piedmont section of North Carolina and Virginia as does WFMY-TV. Call your H.R.P. man today.

50 Prosperous Counties • 2 Million Population
$2.5 Billion Market • $1.9 Billion Retail Sales



WFMY-TV . . . Pied Piper of the Piedmont
"First with live TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS
Since 1949

D-X Buys Guild Color Series, 'Capt. Grief,' for 40 Markets

DESCRIBED as its initial venture into television program sponsorship, D-X Sunray Oil Co., Tulsa, has signed for Guild Films Co.'s *Captain David Grief* half-hour tv film series on a 52-week basis in 40 midwestern and southwestern markets, starting in February. D-X's agency is Potts-Woodbury, Kansas City.

The sale was announced last week by John Cole, Guild vice president for sales, who noted that previous regional transactions completed with Standard Oil Co. of California for 12 western markets and with Stroh Brewery for 20 midwest markets raise total markets signed for the series to 72. D-X Sunray's markets cover 12 states, according to Gene W. Dennis, account executive of Potts-Woodbury.

Mr. Cole pointed out that the 39-episode color series has a "high" budget of $1,912,000 and said that Guild's confidence in *Grief* has been justified by the three regional sales. He added that Guild's decision to launch a "high-budget" series was based on the premise that "the public expected higher quality television in 1957 and that the advertiser was willing to pay for it."

CNP to Film Submarine Series With Approval of Navy, Defense

CALIFORNIA National Productions last week announced plans to produce a new half-hour tv film series, *The Silent Service*, based on the dramatic experiences of men in the U. S. Navy's submarine service. Production will begin next month on the West Coast. The series is expected to be placed in syndication in the spring.

CNP has received approval of the Depts. of Defense and Navy, according to Robert D. Levitt, vice president and general manager of the NBC subsidiary. CNP, he said, will have access to more than 62 million feet of Navy stock film, as well as to captured enemy film, much of which has not previously been released.

Drewrys Buys TPA Series

DREWRYS LTD., U.S.A. (brewery), South Bend, has signed to sponsor *Don Ameche Presents the Drewrys' Play of the Week* filmed series in 11 midwestern markets, starting in April 1957, it was announced last week by Michael M. Sillerman, executive vice president of Television Programs of America, New York. The films have been distributed by TPA under the title, *Stage 7*, and will continue to be sold under this title in markets not covered by the Drewrys' purchase. The agency for Drewrys is MacFarland, Aveyard & Co., Chicago.

Max to CNP Merchandising Post

ROBERT R. MAX, former advertising-sales promotion manager of the Kagran Corp., predecessor of California National Productions Inc., has been named manager of CNP's merchandising division, Robert D. Levitt, vice president and general manager of the NBC subsidiary, announced last week. Mr. Max will report to CNP business development manager H. W. (Hank) Shepard.

P.R.M. Inc. Changes Name To Associated Artists Corp.

CHANGE in name of P.R.M. Inc. to Associated Artists Productions Corp., Wilmington, Del., was announced last week by the corporation. The new name was decided upon, a company spokesman said, to "capitalize on the good will resulting from the many hours of television broadcasting of the motion pictures owned by the corporation and released through its wholly-owned subsidiary, Associated Artists Productions Inc."

P.R.M. Inc. purchased the Warner Bros. library of 850 feature films, plus short subjects, for $21 million earlier this year [B•T, March 5].

'Yank' Magazine Rights Bought; Beck Plans Use For Tv Series

PRODUCER John Beck, through arrangement with writer Bill Rankin, has acquired the television rights to all of the material published in the World War II armed forces news magazine, *Yank*, it was announced last week in Hollywood.

During its more than five years of publication, from shortly after Pearl Harbor, Dec. 7, 1941 through the war, *Yank* carried more than 9,000 stories and over 3500 articles by such authors as Bill Mauldin, Marion Hargrove, William Saroyan, Irwin Shaw and Robert Neville. According to Mr. Beck, he is now negotiating with Mr. Mauldin to host a television series based on the best of these stories. The series, to be titled *Yank* will be produced under John Beck productions.

AAP Expands National Sales

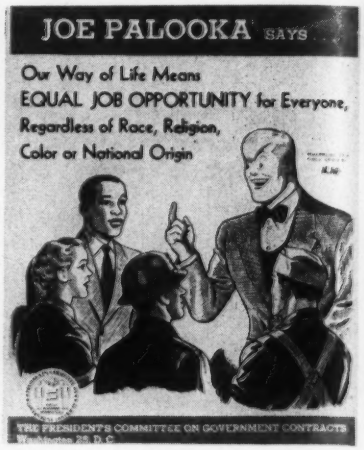
IN move attributed to the "growing importance" of feature films to national advertisers, Bob Rich, general sales manager of Associated Artists Productions, New York, announced that Donald Klauber, station sales manager, has assumed added duties as manager of national sales. Paul Kwartin will continue as director of national sales and the department will be augmented by the services of Kirk Torney, Bob Morin and Gordon Carroll, who have been shifted from other sales assignments at AAP.

FILM SALES

Trans-Lux Television Corp., N. Y., has sold its package of four Christmas films to eight television stations and is currently negotiating for its sale in 20 additional markets. Films are *Night Before Christmas, Christmas Rhapsody, Christmas Through the Ages* and *Santa and the Fairy Snow Queen*.

Associated Artists Productions Inc., N. Y., has announced sales of its Christmas package of three films in more than 20 markets. Package consists of full-length feature film, *A Christmas Carol,* half-hour *Silent Night* and feature adaptation of Hans Christian Andersen fairy tale, *The Emperor's Nightingale*.

PALOOKA ON EQUALITY


JOE PALOOKA SAYS
Our Way of Life Means
EQUAL JOB OPPORTUNITY for Everyone,
Regardless of Race, Religion,
Color or National Origin
THE PRESIDENT'S COMMITTEE ON GOVERNMENT CONTRACTS

TELEVISION stations are being asked to help promote the "equal job opportunity" employment policy of the Federal government by using a 19-second sound film during the holiday season. Film shows a U. S. mail truck approaching the cameras, then closes in on the poster on the truck's side, designed by Moe Leff, who draws the "Joe Palooka" cartoons. The President's Committee on Government Contracts, which says it is the first to get such a message on the nation's mail trucks, reports that in two weeks after the film was offered for tv, more than 150 stations had requested it. Other stations desiring it can obtain prints by writing the Committee at Washington 25, D. C.

FILM PEOPLE

Carroll Bagley, Music Corp. of America, N. Y., to Science Pictures Inc. as vice president in charge of sales.

Burton Neuburger, vice president in charge of midwest sales for Roland Reed Tv Inc., Chicago, named to head newly-established midwest sales office in that city of Shamus Culhane Productions, N. Y.

Charles Bole, legal department of 20th Century-Fox, to TCF Television Productions, Hollywood (tv production subsidiary of 20th Century-Fox), as head of newly-created department of business affairs.

Don Segal, formerly in sales posts with NBC and New England radio stations, joins N. Y. sales staff of Ziv Tv Programs. **Alan Johnstone,** account executive with National Sales staff on Ziv Tv on Pacific Coast, re-assigned to syndicated sales force, covering Oregon and Washington. **William Andrews,** account executive, named spot sales manager of western division, headquartering in Los Angeles. **James Sheldon,** tv film producer, to Ziv as producer-director.

WSAI Radio CINCINNATI

On October 1, 1956, WSAI-Radio took the final step in its programming policy by becoming completely Independent *for Greater Community Service. One result of this move is seen in just-released information that WSAI-Radio is*

1ST

FIRST IN CINCINNATI, 6 a. m. to 12 p. m., *seven days a week,* based on average share of audience as shown by Pulse, September-October, 1956.

FIRST IN CINCINNATI, 6 a. m. to 12 p. m., Sunday through Saturday, in *total audience* as shown by the October 1956 Nielsen Station Index area audience.

Yes . . . the ratings are fine and so are the results on the radio station that SELLS Cincinnati. Ask any of WSAI's advertisers who are making the Fall-Winter months of 1956-57 the *best sales period* in the station's history!

National Representatives

WEED AND COMPANY

GORDON BROADCASTING CO.

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI
EVERYBODY LOVES
WSAI
Enjoyable music . . .
complete news
and weather . . .
19 hours a day!

8% TYPICAL PROFIT FOR BOTH AMS, TVS

- **Record year seen for radio**
- **Broadcast economics scanned**

PROFIT MARGINS of the typical radio and tv station are uniform, running around 8% based on total revenue, according to a survey conducted by NARTB. The similarity of the margins is shown in the association's annual analysis of revenue, expenses and profits.

Another NARTB study, presented to the association's Am Committee Thursday, pointed to an estimated $491 million net radio income from time sales in 1956, an 8% increase over 1955 and an alltime radio high. Grover C. Cobb, KVGB Great Bend, Kan., chairman of the Am Committee, told the group that all indications point to a further radio increase in 1957, attaining a higher rate of increase than the current figure.

The Am Committee favored a return to the old name—National Assn. of Broadcasters (NAB).

Commenting on the healthy state of radio, Mr. Cobb cited NARTB research data to support the prediction that 1957 should be another record radio year. John F. Meagher, NARTB radio vice president, presented additional data backing up the solid state of the aural broadcasting industry.

Although both radio and tv stations average an 8% profit margin based on total revenue there is a much wider variation in margins among tv stations than is the case with aural broadcasting, according to NARTB studies.

Average Per Employe

The average radio station earns around $11,000 in total revenue for each fulltime employe compared to $15,000 for the average tv outlet, NARTB's data shows. The average large radio station in markets over 2½ million population shows a figure almost double the $11,000 average radio revenue per employe. The average small station in markets under 10,000 grosses around $9,000 for each fulltime employe.

Among television stations, the profit margins range from $10,000 per employe in the small-station small-market group to $34,000 in the large-station large-market group in markets with over a million population.

The typical tv station's total revenue is more than three times that of the average radio station.

The studies were conducted under direction of Charles H. Tower, manager of the employe-employer relations department, and Richard M. Allerton, manager of the research department. The profit-margin data and a series of financial yardsticks covering revenues, expenses and profits are based on 1955 operating reports. A new feature shows where the sales dollar comes from and radio data is broken down by city size with a large and small station separation within each of the city sizes. In addition there are revenue-size breakdowns. Tv data, also, is broken down by city-size and revenue groups.

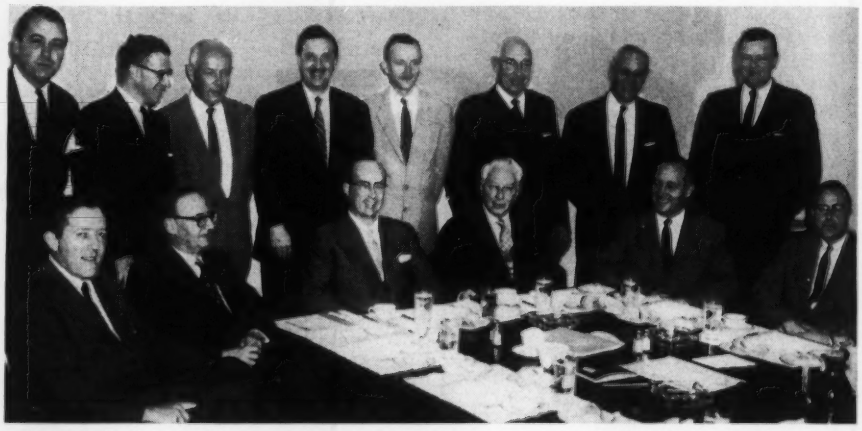
NARTB's Am Committee, considering a resolution adopted by the Arizona Broadcasters Assn., voted unanimously to ask the NARTB board to drop the present NARTB name and change back to the old NAB. It was pointed out that the NAB designation is still in wide use around the industry. The present name is cumbersome, it was contended, and the shorter version has public relations advantages. In addition, its was emphasized that the term "broadcasting" includes both aural and video media.

The Am Committee wants the association's board to act at its February meeting on the NAB proposal, with the matter going to the membership for a referendum ballot.

In another resolution the Am Committee commended the board for setting up a research group to appraise radio audience circulation and program surveys. It praised work of a special standards of practice committee that has submitted aural and visual symbols for use by radio broadcasters subscribing to the standards.

More radio exhibits should be displayed at the 1957 industry convention in Chicago April 7-11, the committee felt. Exhibitors are being reminded that the expanding radio industry offers them a growing market.

NEW NARTB data showing station revenue, expense and profit breakdowns was reviewed at Am Committee's first meeting in Washington Thursday. L to r (seated): Cecil Hoskins, WWNC Asheville, N. C.; John F. Meagher, NARTB radio vice president; Grover C. Cobb, KVGB Great Bend, Kan., chairman; Jack Younts, WEEB Southern Pines, N. C., and (standing): Richard H. Mason, WPTF Raleigh, N. C.; Carleton D. Smith, WRC Washington, for NBC; Merle H. Tucker, KGAK Gallup, N. M.; John F. Patt, WJR Detroit; C. L. Thomas, KXOK St. Louis; Owen F. Uridge, WCKR Miami; W. H. Summerville, WWL New Orleans; Don Durgin, ABC, and Todd Storz, KOWH Omaha.



MEMBERS of the NARTB Engineering Conference Committee held their first planning session for the April 7-11 Chicago session at last week's meeting in Washington. L to r (seated): John T. Wilner, WBAL Baltimore; Harry Tilley, WOR-TV New York; A. Prose Walker, NARTB; Chairman John G. Leitch, WCAU-AM-TV Philadelphia; Ross H. Beville, WWDC Washington; Joseph B. Epperson, WEWS (TV) Cleveland, and standing, Thad H. Brown Jr., NARTB; William B. Lodge, CBS; John A. Shay, WTVJ (TV) Miami; Harold P. See, KRON-TV San Francisco, convention committee liaison; George Bartlett, NARTB; Raymond F. Guy, NBC; J. A. Slosser, KOA-AM-TV Denver; John F. Meagher, NARTB.

State Assn. Heads to Meet

SECOND annual conference of the 47 state broadcaster association presidents will be held Feb. 21-22 at the Mayflower Hotel, Washington, NARTB President Harold E. Fellows announced Thursday. Howard H. Bell, NARTB assistant to the president and state association coordinator, is handling arrangements. The conference will conclude with the awards banquet celebrating the 10th anniversary of the Voice of Democracy contests. Mr. Fellows recalled that 43 of the 47 presidents attended the first conference last February. The agenda has been expanded to two days.

Television station

WNEM-TV

A Gerity Station *serving Flint, Saginaw, Bay City, Midland and Eastern Michigan,*

is proud to announce the appointment of

EDWARD PETRY & CO., INC.

as national sales representative effective December 1, 1956

NBC • ABC
1060-FT. TOWER
MAXIMUM POWER

Governor's Conference Barred to Radio-TV

LOUISIANA broadcasters lived under a half-day censorship shadow last Tuesday as Gov. Earl Long barred them from his news conference chamber, but the ban was partly relaxed before the end of the day.

The gubernatorial door-locking brought quick protests from Louisiana Assn. of Broadcasters and the NARTB Freedom of Information Committee as well as from individual radio-tv stations. These led Gov. Long to relax the ban by allowing radio-tv reporters to attend his news conferences but refusing them the right to bring in the tools of their trade—microphone, recorder and camera.

Sessions of the Louisiana Legislature have been open to broadcast newsmen and their live pickup facilities, with general satisfaction voiced by legislators as well as the public.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Freedom Committee, voiced amazement at the governor's discrimination against radio and tv. "In effect, the governor held a closed-door press conference for the benefit of newspapers and wire services only," Mr. Swezey said. "We believe Gov. Long should not withhold from radio and tv reporters the courtesies which are accorded them as a matter of routine practice by the governors of other states and the President of the United States."

Chairman Swezey called on the governor to discuss the matter with radio and tv representatives. NARTB President Harold Fellows wired a protest to Gov. Long.

Frank H. Ford Jr., KENT Shreveport, LAB president, said, "A newspaperman's equipment is his pencil and pad. A radio man's equipment is his tape recorder and a tv man's equipment is his camera. If you deny the radio man his tape recorder and the tv man his camera, you should deny the newspaperman his pad and pencil."

Douglas L. Manship, WBRZ-TV, WJBO Baton Rouge, Dwight Martin, WAFB-AM-TV there and other broadcasters joined in protesting the ban, which occurred at a publicly announced news conference dealing with a proposal to increase the pay of public school teachers.

MURRAY KAUFMAN of WMCA New York, president of the newly-formed National Council of Disc Jockeys for Public Service [B•T, Dec. 3], is surrounded by the organization's board of governors as he reads the council's charter. Governors are (l to r) Art Pallan, KDKA Pittsburgh; Bob Clayton, WHDH Boston; Don McLeod, WJBK Detroit; Phil McLean, WERE Cleveland; Al Jarvis, KFWB Hollywood, and Dick Clark, WFIL-TV Philadelphia.

RAB PLANS FOR '57 GET BOARD APPROVAL

- **$820,000 budget detailed**
- **Goal: 30% more for radio**

APPROVAL was given Wednesday by Radio Advertising Bureau's plans committee to an RAB blueprint to increase radio sales next year.

The committee, chairmanned by Donald W. Thornburgh, WCAU Philadelphia, met with RAB President Kevin B. Sweeney, Vice President-General Manager John F. Hardesty and Sherril Taylor, vice president-director of promotion, at the Waldorf-Astoria in New York.

Mr. Sweeney presented details on the planned use of RAB's $820,000 budget for next year. Among the plans: new cumulative audience reports; four new listening habit studies; major reports on both spot and network radio supplementing previous presentations; effort to make National Radio Week more important next year, and a new strip film and direct mail presentations to be kicked off next year.

The group also discussed RAB's plans to get "reliable" dollar volume figures by markets for national spot and local radio advertising and an experiment in developing additional national business for smaller markets.

RAB officials are shooting for an estimated 30% increase in sales next year for its member stations and networks.

The meeting reviewed programs for an extension of RAB's regional management conferences as well as an expansion of the Bureau's national sales force.

The cumulative audience reports are designed to show that advertisers can reach "everyone" in a market via radio alone. One of the reports shown to the group detailed how an advertiser in one month was able to reach more than 75% of all the homes in the market with a three-station purchase.

The listening habit studies will be on men of the 25-35 age bracket; on upper income of the 25-35 age bracket; on upper income families; on families with a tv set four years or longer, and on professional men.

In addition to Mr. Thornburgh, members of the committee are Lewis H. Avery, Avery-Knodell, New York; Henry B. Clay, KWKH Shreveport La.; Victor C. Diehm, Victor Diehm Assoc.; Jules Dundes, CBS New York; Bert Ferguson, WDIA Memphis; Robert Hitchens, NBC New York; Robert Jones, WFBR Baltimore; Alex Keese, WFAA Dallas; Robert McAndrews, KBIG Los Angeles; William A. McGuineas, WGN Chicago; Richard Puff, MBS New York; Don Searle, Farm & Home Radio Inc.; Dean Shaffner, ABC New York; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WCKR Miami, and Adam Young, Adam Young Inc., New York.

Bingham Named Honorary Head, Taishoff New President of SDX

BARRY BINGHAM, president and editor-in-chief of the *Courier Journal* and *Louisville Times* (WHAS-AM-TV), was elected honorary president of Sigma Delta Chi, national journalistic fraternity, at the closing session of the 47th annual convention held Nov. 29-Dec. 1 in Louisville [B•T, Dec. 3].

Sol Taishoff, editor-publisher of B•T, was elected president of SDX. Other officers elected were Robert Cavagnaro, general executive of Associated Press in charge of western area, vice president for professional chapter affairs; Edward Lindsay, editor of Lindsay-Schaub newspapers, Decatur, Ill., vice president for undergraduate chapter affairs; James A. Byron, news director of WBAP-AM-TV Fort Worth, vice president, expansion; James Pope, executive editor, *Courier-Journal*, secretary; Buren McCormack, *Wall Street Journal*, re-elected treasurer.

Elected to fill executive council vacancies were V. E. (Red) Newton Jr., managing editor of the *Tampa* (Fla.) *Tribune* (WFLA-AM-TV); Bill Ray, NBC Chicago news editor, and Dr. Frank J. Price, Louisiana State U., Baton Rouge.

To Debate at RTES Seminar

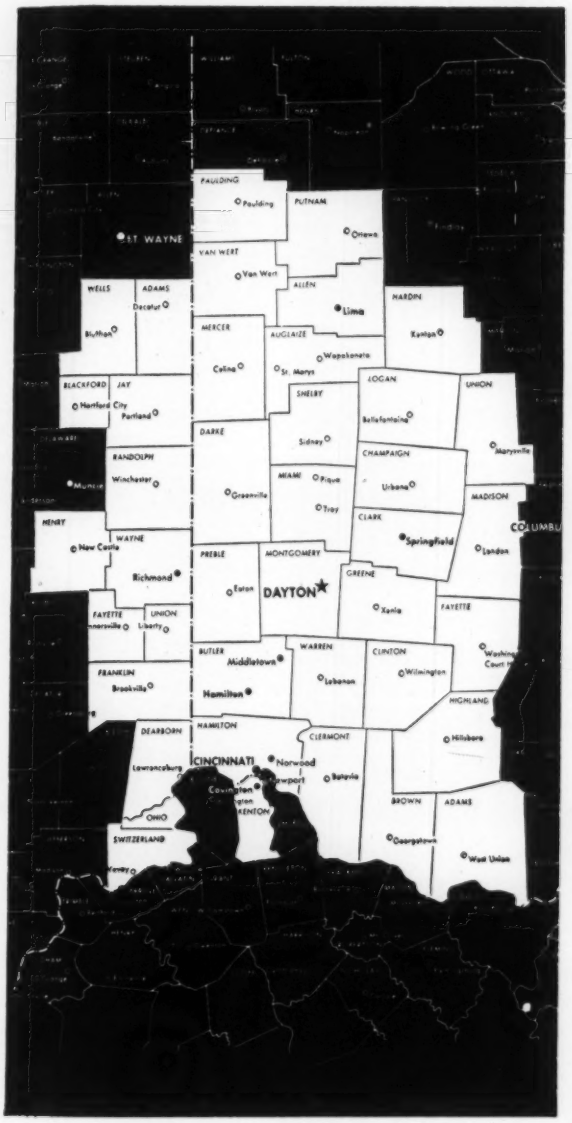
ROBERT J. LEDER, vice president and general manager of WOR New York, and Gordon B. McLendon, general manager of KLIF Dallas, will debate the question "Rating Hypos—True or False?" at the Dec. 18 timebuying and selling seminar to be held by the Radio & Television Executives Society in New York. Speakers for that session had not been chosen until last week. At tomorrow's (Tuesday) session, Jane Podester, McCann-Erickson, New York, is slated to discuss how to use ratings. Last week's speaker was Walter Bowe of Sullivan, Stauffer, Colwell & Bayles (see story, page 54).

AAAA Opens S.F. Office

THE NEW western region office of the American Assn. of Advertising Agencies was officially opened in San Francisco at 235 Montgomery St. last week. The area includes the region west of the Rocky Mts., including local AAAA councils in California, Oregon, Puget Sound (Seattle) and Spokane. John Del Mar, formerly of AAAA's headquarters in New York, is the executive in charge.

WHIO-TV

Fair Game For Smart Sponsors



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at $3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

RADIO SETS UP 20%, TV DOWN DURING '56

- **Portable markets increase**
- **Same trend for '57—Secrest**

PRODUCTION of radio sets is increasing, with substantial gains expected over 1955, but tv set business is at its "first plateau," James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn., said Thursday in a business forecast conference conducted in Washington by the U. S. Chamber of Commerce.

Radio output, except auto sets, is running about 20% above 1955, Mr. Secrest said. The 1955 output of radios, excluding auto models, was 7¾ million units. Portables are leading 1955 production of 2 million sets by 40%, with 900,000 transistor models produced this year.

Despite a tv set decline of about 9% from last year, 1956 will show an output of over 7 million sets, he said with industry estimates showing between 150,000 and 200,000 color sets turned out this year.

"One of the most significant developments in the tv market in 1956 was the sudden emergence of the portable tv receiver," Mr. Secrest said. "While approximately 250,000 were made in 1955, this year's figure is expected to total 1.5 million. In 1957, this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the tv receiver and an over-all loss in tv revenue."

Mr. Secrest said the outlook for 1957 is at least another seven million black-and-white tv receivers, with color set sales totaling several hundred thousand. He expects home radio sales to continue at a high level in 1957 with a further rise in production of transistor portables. He said a recovery in auto sets, in line, with increased car sales, is anticipated. Demand for home phonographs, especially of the hi-fi type, was good in 1956 and should remain so next year whether or not they are equipped with radio, he stated.

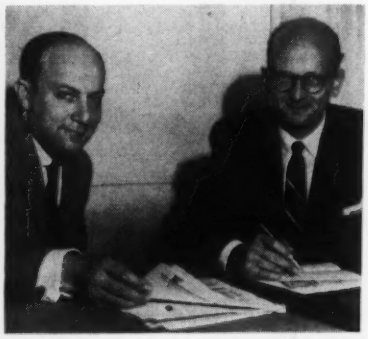
Total Set Count Today

Present circulation of the broadcast media, he said, is about 42 million tv sets and 150 million radios. He predicted component manufacturers selling replacement parts, and jobbers and service technicians, will continue to make gains in 1957. The sale of radio-tv replacement parts rose to $850 million in 1956 and should go up another $100 million in 1957, he estimated. Set servicing costs will run close to $1 billion for 1956, with the total dollar value to manufacturers, jobbers and service technicians placed at $2.4 billion.

Looking into the future, Mr. Secrest cited new developments not ready for the market but supported by enough progress to assure ultimate commercial production. These include mural tv, light amplification, electronic air conditioners and electronic controls for the home, automobile and industry.

Based on production and sales, the electronic industry will show a 1956 volume of $5.9 billion at the factory level, he said. The sum is doubled when distribution, servicing and broadcast revenue are added. He forecast a growth of 10% next year, with the electronics industry having a $22 billion income by 1966, judging by industry forecasts. Greatest strides were made in 1956 in industrial electronics, with military procurement reaching $2.7 billion, up 10% from 1955.

Some tv set manufacturers have dropped out, Mr. Secrest said, and the battle for dominance may bring more casualties in 1957. Transistor output rose to 13 million this year, he said, and should reach close to 300 million in another decade. The transistor output has not hurt sales of vacuum tubes, he said, and isn't likely to be a threat in the immediate future.



DISCUSSING promotion plans for the newly-formed Fm Development Assn. are (l to r) Edward L. Koblitz, president of the Edwards Agency, Los Angeles, and FMDA President Robert L. Brazy. Edwards Agency has been appointed advertising counsel by the association.

1957 Committee Assignments Announced by News Directors

TED KOOP, CBS Washington director of news and public affairs, and president of Radio-Television News Directors Assn., has announced RTNDA committee assignments for the coming year. They are:

Freedom of Information: Julian Goodman, NBC, Washington, chairman; Charles Sargeant, WCCO, Minneapolis, Minn., vice chairman; Nick Basso, WSAZ-AM-TV, Huntington, W. Va.; Monroe Benton, WELM, Elmira, N. Y.; Bill Hogg, CBC, Toronto, Canada; Fritz Littlejohn, ABC, New York; Charles Roeder, WCBM Baltimore; Harold Salzman, WLS Chicago; Ken White, KOA-TV Denver.

Membership: Dick Yoakam, KCRG Cedar Rapids, Iowa, chairman; Dick Sanders, WJDX Jackson, Miss., vice chairman; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich.; James McGaffin, WOW Omaha, Neb.; Arthur Gadd, CJSP Leamington, Ont.; Charles Herring, KING-TV Seattle; Richard Hobbs, WJLB Detroit; Harry McKenna, WEAN Providence, R. I.; Richard Tobias, WCLI Corning, N. Y.; Steve Warren, WMCT (TV) Memphis.

Awards: Baskett Mosse, Northwestern U., Evaston, Ill., chairman; W. A. Warrick, NBC, Chicago, vice chairman; Bill Small, WHAS Louisville, Ky.; Ben Baldwin, Northwestern U.; Frank Benesh, WNEM-TV, Bay City, Mich.; Don MacDonald, CBC, Toronto; Jack Morris, KTVX-TV, Tulsa, Okla.; Bob Trout, CBS News, New York.

Publicity: Bob Shafer, WCCO-TV, Minneapolis, Minn. chairman; Ed Ryan, WTOP Washington, vice chairman; Bruce Palmer, KWTV (TV) Oklahoma City; Thomas Powell, WGBI Scranton, Pa.; Donald Wright, WBAY-TV Green Bay, Wis.

Techniques: Don O'Connor, WISN-TV Milwaukee, chairman; Bill Arthurs, WRFD Columbus, Ohio, vice chairman; Ron Laidlaw, CFPL-TV London, Ont.; Marvin Alisky, WFIU (FM) Bloomington, Ind.; Phil Berks, KOMU-TV Columbia, Mo.; Floyd Kalber, KMTV (TV) Omaha; Bill Ray, NBC, Chicago.

Convention Sites: Bob Frank, WOC-TV Davenport, Iowa; Phil Johnson WCSH-AM-TV Portland, Me.; John Maters, WILS Lansing, Mich.; Charles Day, WGAR Cleveland; Ed Hoerner, WWL New Orleans, La.; F. E. Whitmarsh, WBZ-TV Boston; Ben Chatfield, City Hall, Macon, Ga.

Wire Policy: Normand Schrader, WDAY Fargo, N. D., chairman; Ross Edwards, WCHS Charleston, W. Va., vice chairman; Parker Hoy, WLAM Lewiston, Me.; Bob Clyde, WREX-TV Rockford, Ill.; Robert L. Heyborne, KSUB Cedar City, Utah; Richard Petrik, KOEL Oelwein, Iowa; Max Williamson, WHLM Bloomsburg, Pa.

Vocational Film: Julian Hoshal, KSTP-TV St. Paul, Minn., chairman; Jack Knell, WBT Charlotte, N. C., vice chairman; Bill Monroe, WDSU New Orleans; Howard Back, Chrysler Corp., Detroit; Wallis Bishop, WOI-TV Ames, Iowa; Mitchell Charnley, U. of Minnesota, Minneapolis; G. W. Johnstone, NAM, New York; Sig Mickelson, CBS News, New York.

Hirsch Joins TvB Sales

APPOINTMENT of James C. Hirsch formerly director of research, promotion and sales development at Edward Petry & Co., New York, station representation firm, to the national sales staff of Television Bureau of Advertising, was announced last week.

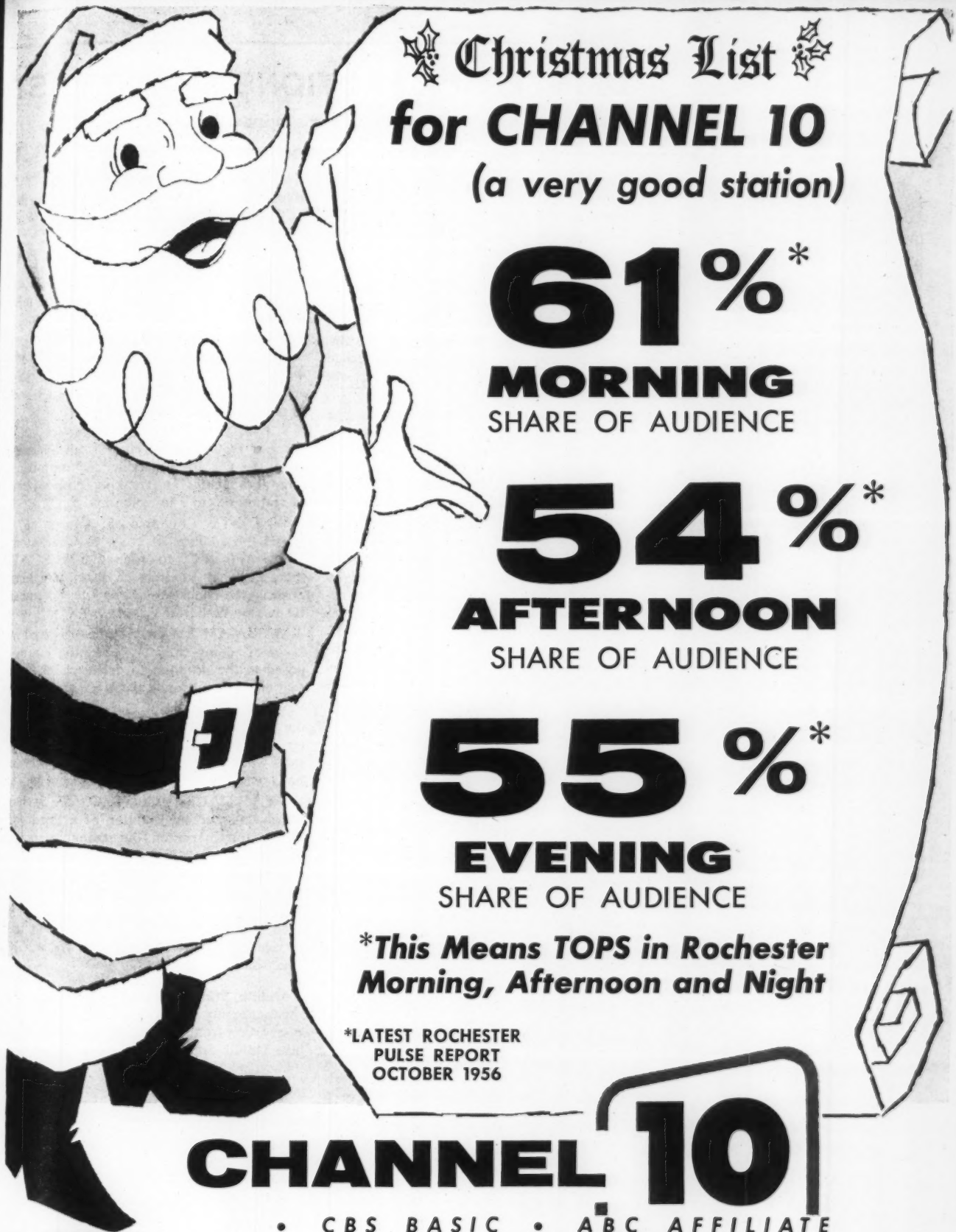
Mr. Hirsch will report to Halsey V. Barrett, TvB's director of national sales.

DuMont Resigns NARTB Status

ALLEN B. DUMONT Labs, Clifton, N. J., has resigned as an associate member of NARTB. Membership is required for participation in the industry's convention exposition. A DuMont spokesman said the company felt expense of membership and the exhibition costs did not justify the "market potential," adding that DuMont has not changed its manufacturing status. The firm is producing heavy equipment for stations on order, it was stated.

Heads Radio Women's Group

DOROTHY LEWIS, who earlier this year retired from United Nations radio, has been elected president of the International Assn. of Radio Women. IARW, which recently held its annual conference in London, represents women from 23 nations and has opened an office at 345 E. 46 St., N. Y.



Christmas List for CHANNEL 10

(a very good station)

61%* **MORNING**
SHARE OF AUDIENCE

54%* **AFTERNOON**
SHARE OF AUDIENCE

55%* **EVENING**
SHARE OF AUDIENCE

This Means TOPS in Rochester Morning, Afternoon and Night

*LATEST ROCHESTER PULSE REPORT OCTOBER 1956

CHANNEL 10

• CBS BASIC • ABC AFFILIATE

CBS TELEVISION

OPERATED SHARE TIME BY
WHEC · TV-WVET · TV **ROCHESTER, N. Y.**

EVERETT-McKINNEY • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

"3 MUSKETEERS"

OUTRATES

COMPETITION

BY 76.1%*

IN FRESNO

The all-family popularity of this famous classic is highlighted by its sensational 63.8% share in Fresno, topping all competition!

"Good, action-packed drama," says Billboard.

Choice markets still available.

Write, wire, phone.

*Source: ARB

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GOVERNMENT

DEINTERMIX FACTIONS STAND FAST

- **As usual, established v's oppose, u's favor**
- **ABC offers varied proposals, based on markets**

ALMOST 100 pro and con sentiments were filed last week, the FCC's deadline for comments on its 13 deintermixture proposals which look to deleting in some instances the sole vhf assignment to several communities. As expected, uhf outlets, and prospective tv applicants in cities where the vhf frequency is proposed to be moved were in favor; vhf stations which stand to lose their low-band frequency and applicants for one of the chs. 2-13 assignments were opposed. There had been earlier filings in individual cases the week before [B•T, Dec. 3].

ABC, keeping with its belief that uhf should be encouraged in as many areas as is reasonably possible, submitted separate proposals for each market in which the network favored allocation changes. The goal of the ABC plan is to make provision for a minimum of three competitive tv outlets—and, where possible, more—in each of the country's major markets.

The Joint Committee for Educational Tv submitted one petition covering all its recommendations. JCET favored deintermixing Springfield, Ill.; Hartford, Conn.; Peoria, Ill.; Fresno, Calif.; Madison, Wis.; Evansville, Ind., and Elmira, N. Y. JCET also favored making the Albany-Schenectady-Troy, N. Y., area predominantly uhf by deleting ch. 10 from Vail Mills.

JCET opposed tampering with the educational reservation at Duluth, Minn.-Superior, Wis. (ch. 8), pointing out that there is no uhf there to be protected and there are two vhf's in operation.

The 13 markets proposed for deintermixture, the rule-making that was promulgated by the FCC last June and the comments on the proposals follow:

Albany-Schenectady-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Vail Mills, N. Y. (Albany area) and adding ch. 47. This would give Albany-Schenectady-Troy chs. 6 (WRGB [TV] Schenectady), *17, 23, 35, 41 and 47. Ch. 10 is a drop-in, having been assigned to Vail Mills Nov. 10, 1955.

ABC warned that if ch. 10 is retained in the Albany-Schenectady-Troy area, uhf outlets will be unable to compete as has been demonstrated in a two-station vhf market; however, ABC suggested that in the event FCC determines that ch. 10 stays at Vail Mills then an alternative would be to provide a third v (New Haven's ch. 8), making the area all-vhf.

WTRI (TV) Albany, N. Y. (ch. 35), supports deletion of ch. 10 and substitution of ch. 47 in Albany-Schenectady-Troy area; also suggests that ch. 6 be made educational (thus making educational ch. 17 commercial) or be moved to Syracuse for commercial use.

WKNY-TV Poughkeepsie, N. Y. (ch. 66), supports proposal to delete ch. 6 from Schenectady and ch. 10 from Vail Mills.

Hudson Valley Broadcasting Co. (WCDA [TV] Albany [ch. 41] satellite WCDB [TV] Hagaman [ch. 29], both N. Y.) opposes the FCC proposal to delete ch. 10 from Vail Mills.

Mohawk Valley Tv Inc. requests the FCC to assign ch. 2 to Utica, N. Y.

Charleston, S. C.—Make Charleston predominantly vhf by adding ch. 4. This would give Charleston chs. 2, 4, 5, *13 and 17.

ABC supports the proposal to allocate ch. 4 to Charleston, pointing out that this action will provide a third (chs. 2, 4 and 5) competitive service for that city.

WTVK (TV) Knoxville, Tenn. (ch. 26), requests FCC to move ch. 7 from Spartanburg, S. C., to Knoxville, deintermixing both those cities and making possible the allocation of ch. 7 to Columbia, S. C.

WNOK-TV Columbia, S. C. (ch. 67), favors the addition of ch. 4 to Charleston, but wants the FCC to order ch. 5 WCSC-TV there to switch to either ch. 4 or 7, making possible the allocation of ch. 5 to Columbia for use by WNOK-TV.

WTMA-AM-FM Charleston registered in favor of adding ch. 7 to Charleston but opposed to the proposal to delete ch. 5 from that city and substitute therefore ch. 4.

WJBF (TV) Augusta, Ga. (ch. 6), cautions the FCC to give careful study to the proposal to assign ch. 5 to Columbia and consider what effect it might have on the service now rendered by WJBF, on adjacent ch. 6.

WCSC-TV Charleston, S. C. (ch. 5), has no objection to the addition of a third vhf facility for Charleston, but strongly opposes the deletion of ch. 5 from that city.

WMBR-TV Jacksonville, Fla. (ch. 4) reported itself opposed to any proposal which would add ch. 4 to Charleston, claiming such a move would be destructive to the service of WMBR-TV and ch. 5 WCSC-TV Charleston.

Duluth, Minn.-Superior, Wis.—Make area predominantly vhf by switching educational reservation from ch. 8 to ch. 32. This would give Duluth-Superior chs. 3, 6, 8, *32 and 38.

ABC went on record as favoring a third, and even a fourth, vhf channel for the Duluth-Superior area to improve the opportunities for effective competition there. Ch. 38 WFTV (TV) Duluth backed up ABC's position that more v's should be allocated to the area.

Besides the opposition of the JCET, as already mentioned, the U. of Minnesota and the Duluth Citizen's Committee for Educational Tv objected to any move to make ch. 8 available for commercial interests. The latter group said it is prepared to apply for the vhf educational reservation.

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Ch. 9 is a drop-in,

Only publications which have qualified as members in good standing of the Audit Bureau of Circulations can display this symbol.

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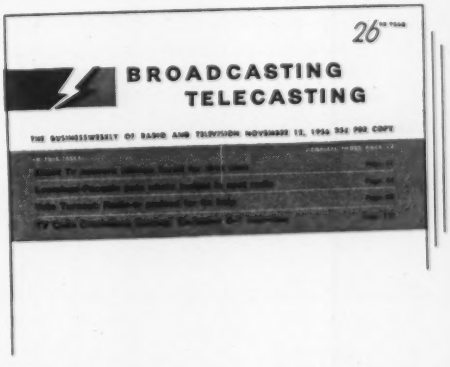

"THE PLAYHOUSE" and "HERALD PLAYHOUSE"

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STRIP FOR ACTION PLAN

your cost is based on your own rate card — many stations already delighted with this low-cost plan — because the station's profit is guaranteed*

clear your decks for action — wire, write, PHONE FOR DETAILS

*Ask us how!

10 E. 44th St., New York 17, OXford 7-5880

having been allocated to Elmira Nov. 30, 1955.

ABC requested the Commission to keep Elmira predominantly uhf by moving ch. 9 to Syracuse (giving Syracuse its third v), moving ch. 8 from Syracuse (operating WHEN-TV) to Watertown-Carthage, N. Y., in exchange for that area's ch. 7 (operating WCNY-TV). A proposal very similar to ABC's was submitted by the "Syracuse Group," identified as Daniel W. Casey Sr., Robert J. Conan, T. Frank Dolan and Richard N. Groves. This group's proposal deviated from ABC's in that ch. 7 (Carthage) would go to Utica to replace ch. 13 there (operating WKTV [TV]), and ch. 13 would go to Syracuse as that city's third vhf.

Three interests, all applicants for the ch. 9 Elmira facility, asked the FCC not to disturb the Elmira *status quo*. These were: Veterans Broadcasting Co. (WVET-TV Rochester, N. Y.), Television Assoc. of Elmira Inc. and off-again, on-again ch. 24 WTVE (TV) Elmira.

Recommendations that the FCC delete the Elmira drop-in were made by Wilkes-Barre, Pa., uhf's WBRE-TV (ch. 28) and WILK-TV (ch. 34) and ch. 18 WSYE-TV Elmira, satellite of ch. 3 WSYR-TV Syracuse, N. Y.

Evansville, Ind.—All commercial uhf by switching the educational reservation from ch. 56 to ch. 7. This would give Evansville chs. *7, 50, 56, 62.

ABC would make Evansville all uhf by removing ch. 7 (operating WTVW [TV]) and assigning it to Louisville as a commercial channel. This proposal was also advanced by ch. 21 WKLO-TV Louisville and Harry Lee Waterfield, acting governor of Kentucky.

Two stations, ch. 50 WEHT (TV) Henderson, Ky., and ch. 62 WFIE (TV) Evansville, agreed with the FCC proposal to make Evansville ch. 7 educational. They also suggested that ch. 9 Hatfield, Ind., be reserved for educational use.

WTVW and the Evansville Chamber of Commerce filed petitions to keep ch. 7 in Evansville.

Fresno-Santa Barbara, Calif. — Make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53, and Santa Barbara chs. 3, 12, 20 and 26.

ABC favored deintermixture for Fresno and suggested moving ch. 12 to Bakersfield and also adding ch. 8 to the latter city.

The City of Fresno requested the FCC to keep Fresno an intermixed market with both uhf and vhf.

KBAK-TV Bakersfield, Calif. (ch. 29), favored deletion of the Fresno vhf assignment and its reallocation to Bakersfield.

Three stations which favored deletion of Fresno ch. 12 but stated no preference for disposition of it were ch. 47 KJEO (TV) Fresno, ch. 24 KMJ-TV same city and ch. 27 KVVG (TV) Tulare, Calif.

Channel City Tv & Broadcasting Corp., which said it would apply for ch. 12 in Santa Barbara, asked the FCC to make the switch.

KNTV (TV) San Jose (ch. 11) wants no part of ch. 12, it said, in opposing a petition by ch. 32 KSAN-TV San Francisco asking that ch. 11 be added to San Francisco, making KNTV switch to ch. 12.

Opposition to the proposal to move ch. 12 out of Fresno came from KFRE-TV, now operating on that channel, Fresno am station KARM, Inland Broadcasting Corp. of Riverside, Calif., and numerous California citizen groups.

Those groups seeking the retention in Fresno of the ch. 12 facility were: Mariposa County Unified School District; Board of Supervisors of Mariposa County; residents of Coarsegold; residents along San Joaquin River between Auberry and Big Creek (81 signatures);

Residents of the Fresno County Farm Bureau (representing "over 4,200 farm families"); people of Lone Pine (pop. 2,000); Porterville Union High School & College District; Mariposa County Chamber of Commerce; Mariposa County Farm Bureau; Tulare County Farm Bureau; Kings County Farm Bureau; people of Madera County; residents of Mariposa County; Downtown Assn. of Fresno; Kings County Farm Bureau (woman's branch); Friendly Eagle War Surplus Yard, and the California Farm Bureau Federation.

Hartford, Conn.-Providence, R. I. — Make Hartford all uhf by deleting ch. 3 and moving it to Providence, transferring ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Meriden, Conn. This would give Hartford chs. 18, *24 and 61; Providence chs. 3, 10, 12, 16 and *36.

Against moving ch. 3 from Hartford were WTIC-TV there, which holds a no-construction grant for ch. 3, and educational WGBH-TV Boston (ch. 2).

WICC (TV) Bridgeport, Conn. (ch. 43), favored the deletion from Hartford of ch. 2 and reassignment of that channel to both Bridgeport and Providence with appropriate engineering conditions.

ABC favored moving the Hartford vhf to Providence and was joined in this view by ch. 30 WKNB-TV New Britain, Conn.; ch. 55 WHYN-TV and ch. 22 WWLP (TV) both Springfield; ch. 58 WRLP (TV) Greenfield, Mass.; WHIM Providence, and Capital Tv Corp. of Rhode Island.

Ch. 16 WNET (TV) Providence, now dark, renewed its previous request that the FCC assign Hartford's ch. 3 to any of six suggested Rhode Island communities: Cranston, Warwick, Newport, West Warwick, Westerly or Naragansett. WNET also asked that Providence ch. 16 be made an educational channel rather than the present ch. 36.

Now dark ch. 14 WWOR-TV Worcester, Mass., said that Worcester was most deserving of the ch. 3 facility and that it should be moved to that city.

Madison, Wis.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *3, 21, 27 and 33. WISC-TV is operating on ch. 3.

ABC suggested making Madison all uhf by moving ch. 3 to Rockford, Ill. Also voting to deintermix Madison were Madison uhf's

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TO RECOGNIZED ADVERTISING AGENCIES
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WKOW-TV (ch. 27) and WMTV (TV) (ch. 33).

WTVO (TV) Rockford, Ill. (ch. 39), favoring the deletion of ch. 3 from Madison, suggested it be assigned to Rockford with Madison getting in return WTVO's ch. 39. This would require the deletion of ch. 13 from Rockford.

Operating ch. 3 WISC-TV Madison, holder of the only vhf there, opposed the move for deintermixture in Madison. WISC-TV's position was supported by the Wisconsin Committee to Save Existing Rural Tv Service.

Miami, Fla.—Make area predominantly vhf by adding ch. 6. This would give Miami chs. *2, 4, 6, 7, 10, 23 and 33.

Storer Broadcasting Co. (ch. 23 WGBS-TV Miami) recommended that ch. 6 be assigned to Miami. Storer said that it has been operating WGBS-TV since December 1954 and has incurred losses of $360,754 in uhf operation there.

WITV (TV) Fort Lauderdale, Fla. (ch. 17) asked that ch. 6 be assigned to Fort Lauderdale with authority given to locate the antenna in the Miami-Fort Lauderdale antenna-farm area so as to protect ch. 6 WDBO-TV Orlando and ch. 5 WJNO-TV (now WPTV [TV]) West Palm Beach.

Opposition to the ch. 6 Miami proposal came from WDBO-TV Orlando (ch. 6) and ch. 4 WTVJ (TV) Miami.

Mobile, Ala.-New Orleans, La.—Make Mobile all commercial vhf by moving ch. 4 from New Orleans, moving ch. 42 (now educational in Mobile) to New Orleans (where it would be commercial). This would give Mobile chs. 4, 5, 10 and *48. New Orleans would have 6 (WDSU-TV), *8, 20, 26, 32, 42 and 61.

Practically all the comments here voiced the opinion that New Orleans should be encouraged as a vhf market. ABC said make it all u or all v: if all u, remove the v's (chs. 4 and 6); if all v, add ch. 11 and perhaps another vhf.

WWL-TV New Orleans (Loyola U.), which holds a no-construction grant on ch. 4 there, hit the New Orleans-Mobile proposal as not "deintermixture" but a "reshuffling of frequencies" designed to leave WDSU-TV (ch. 6) as the sole vhf in New Orleans.

WTPS New Orleans *(Times-Picayune)* said it was opposed to the removal of ch. 4 from that city, recommended addition of a vhf there. WTPS, one of three applicants for ch. 4, was favored in a hearing examiner's initial decision, but FCC reversed examiner and awarded grant to Loyola U. (WWL-TV).

New Orleans Democratic Reps. F. Edward Hébert and Hale Boggs recommended that ch. 11 be added to that city.

WDSU-TV, operating on ch. 6 New Orleans, opposed making that city uhf, particularly as where the deletion of ch. 6 would be required.

WJMR-TV New Orleans (ch. 20) asked the Commission to make that city all uhf. In the alternative, WJMR-TV said that if ch. 4 (WWL-TV) is allowed to remain in New Orleans, the FCC is obliged to permit WJMR-TV to operate on ch. 11 there.

Norfolk-Portsmouth-Newport News, Va.—Make area predominantly vhf by adding ch. 13 to Norfolk from New Bern, N. C. Add ch. 12 to New Bern. This would give Norfolk area chs. 3, 10, 13, 15, *21 and 33.

Favoring the proposed allocations change were ch. 15 WVEC-TV Hampton (Norfolk) and Commonwealth Broadcasting Corp., former permittee of WTOV-TV Norfolk, operating ch. 27 station.

Ch. 13 WNBE-TV New Bern, which would be forced to switch to ch. 12 if the proposed rule-making became final, and ch. 3 WTAR-TV Norfolk both opposed the proposal on grounds that ch. 12 in New Bern would present conflicts between transmitter-site locations and minimum separation requirements. Also opposed was ch. 12 WRVA-TV Richmond, Va.

WAAM (TV) Baltimore, Md. (ch. 13), went on record as against the proposal claiming that the Chesapeake Bay affords an overwater path between Baltimore and Norfolk (if rule-making were finalized both cities would have a ch. 13).

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and adding ch. 25. Ch. 8 would be assigned to Rock Island. This would necessitate assigning ch. 77 in lieu of ch. 40 at Galesburg, Ill. This would give

If the Roof Tops of those who view KJEO-TV most were painted Red....

Central California would look like this!

*From KJEO's sign-on to sign-off, Channel 47 has more first place quarter hours than any other station. At night, KJEO has more first positions than the other two stations combined . . . you get greater results for your money in Central California . . . when you invest your advertising dollars on KJEO-TV.

***June and July, 1956 ARB**

KJEO-TV CHANNEL 47

O'Neill Broadcasting Company

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REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

ANTENNA HEIGHT . . . . 4400 FT. *Above the Valley Floor*

178,000 TV HOMES

Peoria chs. 19, 25, *37 and 43, and Rock Island chs. 4, 6, 8, *30, 36 and 42.

ABC favoring deintermixture in Peoria, was joined by Peoria uhf's WEEK-TV (ch. 43) and WTVH (TV) (ch. 19).

WSIL-TV (ch. 22) Harrisburg, Ill., requested that ch. 8 be reassigned to both Harrisburg and the Davenport-Rock Island-Moline area.

Tele-Views News Co., which described itself as a prospective applicant for ch. 8 at Davenport-Rock Island-Moline, asked the FCC to assign ch. 8 to that area.

WGIL Galesburg, Ill., was in favor of deleting ch. 8 from Peoria, but requested that it be reassigned to Galesburg rather than Rock Island.

Ch. 6 WOC-TV Davenport, Iowa, expressed no concern about what the FCC does in Peoria, but asked that ch. 8, if moved, be placed in a city other than Davenport-Rock Island-Moline.

WIRL-TV, permittee of ch. 3 Peoria (construction banned pending deintermixture results), strongly opposed any proposal to delete ch. 3, and was backed up by a resolution of the Peoria County Farm Bureau.

WMBD Peoria, loser to WIRL-TV for Peoria's ch. 8, asked the Commission to add ch. 31 to that city, whether or not it chooses to deintermix there.

Springfield, Ill.-St. Louis, Mo. — Make Springfield all uhf by deleting ch. 2 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36 and 42.

Uhf stations WICS (TV) Springfield (ch. 20), KTVI (TV) St. Louis (ch. 36) and WTVP (TV) Decatur, Ill. (ch. 17) all were in favor of finalization of the rule-making proposal.

ABC favored the proposal to move ch. 2 from Springfield to St. Louis; would replace the vhf in Springfield with ch. 36; this will allow ch. 2 to be allocated to Terre Haute, Ind., too, ABC claimed.

WTHI-TV Terre Haute, Ind. (ch. 10), said it was in favor of taking ch. 2 from Springfield but recommended its reassignment to Salem, Ill.-Mo.

WCIA (TV) Champaign-Urbana, Ill. (ch. 3), proposes that the FCC add chs. 26 and 36 to Springfield. Cape Girardeau (Mo.) Tv Co. claimed that Cape Girardeau rather than St. Louis should have the ch. 2 facility.

WSIL-TV Harrisburg, Ill. (ch. 22), seeking either ch. 8 or 3 for that city, asked the FCC to deny Cape Girardeau Tv Co.'s request; said that denial of the Cape Girardeau request would make possible the assignments of ch. 2 to St. Louis and ch. 3 to Harrisburg.

WMAY-TV Springfield, which received the ch. 2 grant last June, but is prohibited from building until the deintermixture problem is resolved, reported against tampering with the present Springfield allocations.

WIBC–Leads in Indiana

The walls of the lobby at WIBC are crowded with community service awards and certificates. WIBC's staff and management are proud of these awards because they represent successful integration into the community efforts of their listeners, and consequent leadership among the radio stations of Indianapolis and Indiana.

WIBC's leadership in public service has brought with it leadership in audience, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

WIBC's success in building big audiences and in public service is due largely to the efforts of the station's well known personality salesmen . . . names like Easy Gwynn, Robin Bright, Al Brooks, Jim Shelton, Gordon Graham and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

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WIBC 1070 KC
The Friendly Voice of Indiana

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President and General Manager

JOHN BLAIR & COMPANY · NATIONAL REPRESENTATIVES

New Farm Show idea created by Doane

World's leading farm management and research organization builds daily 15-minute package of national and international farm news, price trends, selling, buying, and management advice.

What effect may the latest international crisis have on farm prices? How can farmers use soil bank certificates to get 5 cents extra return for each dollar's worth? Why are corn farmers better off this year than last? What's behind happenings in the hog, cattle, and poultry markets? What are today's good buys? What's new in cost-cutting practices?

These are examples of questions and problems answered by the practical, down-to-earth Farm Radio Show offered to stations and advertisers by the Doane Agricultural Service's economic scripting department.

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This continuing program of facts, and expert interpretation of facts and news, is of vital interest to farmers in all parts of the country. Ready-to-air scripts are beamed to the farmer's highest interests, and have already proved their ability to build large, interested farm audiences. Of special interest to farm wives is a sprightly section on homemaking, presented by home economist Florence Lytle.

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The Doane Farm Radio Show is a unique program based on 37 years of professional farm management, economic research, and forecasting. Facts are separated from fancy as questions of great importance to farmers are discussed and analyzed in easy-to-understand terms.

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DOANE

AGRICULTURAL SERVICE, INC.

Television Allocations Changed By Commission in Five Markets

FIVE MARKETS were involved in allocations changes finalized by the FCC last week.

The Commission assigned ch. 13 (WMAZ-TV) to Macon, Ga., by removing it from Warner Robins, Ga., and assigned ch. 5 (WLAC-TV) to Nashville, Tenn., by removing it from Old Hickory, Tenn. Both stations may file applications to operate from the new communities. These changes are in line with FCC's revision of the mileage separation regulation which permits transmitter-to-transmitter spacing in lieu of city-to-city spacing.

Other allocations changes finalized last week:

Ch. 56 was assigned to Binghamton, N. Y., by deleting it from Cortland, N. Y., and substituting ch. 72 in the latter city.

Ch. 18 was assigned to Baton Rouge, La., by deleting it from Jackson, La., and substituting ch. 59 in the latter city.

Ch. 18 was assigned to Lafayette, Ind., by substituting ch. 77 for ch. 18 at Lebanon, Ind. This entailed a denial of a request by ch. 59 WFAM-TV Lafayette to shift ch. 59 from Lafayette to Lebanon and the station's request for a show cause order to specify operation on ch. 18.

Two Bids for Butte Vhf Grant, One for Elk City V Submitted

THREE applications for vhf channels—two seeking ch. 6 at Butte, Mont.—were filed with the FCC last week. The third application was for ch. 8 at Elk City, Okla.

Applicants for the Butte facility are Arthur W. Schwieder (president 7.8% stockholder in KID-AM-TV Idaho Falls, Idaho), and KOPR Butte. Mr. Schwieder plans to spend $161,000 for construction; KOPR proposes $160,000 for construction costs. Proposed FCC rule-making would move Butte's ch. 6 to Bozeman, Mont., substituting ch. 28 for 6 in Butte.

Southwest Broadcasting Co. (KASA Elk City) filed an application for ch. 8 there, proposing a construction cost of $55,000. A previous application for the Elk City channel was filed by Video Independent Theatres Inc. (KVIT [TV] Santa Fe, N. M.).

Broadcast Allocations Revision Urged by Washington Lawyer

A CALL for the revision of broadcast allocations was sounded last week by Washington attorney Jeremiah Courtney.

In a strongly-worded speech, Mr. Courtney, who represents non-broadcast interests, leaned hard on what he termed the "inbalance" between the spectrum space allocated to broadcast services (am, fm and tv) and that assigned to the communications services (taxi, trucking, police, fire, industrial, etc.). He also implied that the government's share of the radio spectrum was excessive.

Mr. Courtney submitted a petition by the American Trucking Assn. last October requesting the deletion of ch. 2 from television broadcasting and its use for private communications by commercial enterprises [B•T, Oct. 29]. Last week's speech was given at the annual convention of Central Station Electric Protection Assn. in Palm Beach, Fla.

In the 25-960 mc band, Mr. Courtney pointed out, broadcasting has 58% of the allocation, government 26% and non-broadcast services 16%. Of the 695 mc in the 25-960 mc band used by non-government services, broadcasting has 74% exclusive plus 9% shared, Mr. Courtney maintained. He termed tv an "allocation monster," in that it uses 492 mc of space in that area. He also claimed that both the tv and fm allocations were not being utilized to its fullest.

In discussing a need of mobile communications services for more space around 500 mc, Mr. Courtney said: "The result today is that the mobile and common carrier radio services are gasping for space below 1,000 mc while the fm and uhf tv services prodigally waste the space that has been assigned to them in that range."

He continued: "Why should the non-broadcast services bear the brunt of the pressure for better and better equipment and greater and greater improvements in communication techniques (e.g., single side band transmissions) so as to obtain ever more efficient use of their assigned frequencies, while tv and fm services are allowed not only to let their assigned space lay idle, but also to escape any requirements for improvement of their equipment and technique . . . Should all equipment and technique progress be confined to the mobile and point-to-point services while fm and tv enjoy a lazy *status quo* indefinitely?"

He urged that fm and tv be "compressed" in narrower spectrum space so additional frequencies might become available for mobile and point-to-point services. Mr. Courtney expressed the hope that a "substantial chunk" of fm may be re-allocated for the non-broadcast services.

House Campaign Study To Probe Sec. 315

THE "virtues and hazards" of Sec. 315 of the Communications Act, the high costs and importance of television and its "virtual necessity" in election campaigning are among subjects to be covered in hearings scheduled next week (Dec. 17-19) by the Special House Campaign Expenditures Committee headed by Rep. Clifford Davis (D-Tenn.).

NARTB President Harold E. Fellows, who will testify Dec. 17 or 18, was the only industry witness scheduled as of last week, according to Gillis W. Long, chief counsel. Mr. Long said Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, also will testify during the three-day sessions.

Other members of the special House unit are Reps. Robert E. Jones (D-Ala.), Richard Bolling (D-Mo.), Patrick J. Hillings (R-Calif.) and Kenneth B. Keating (R-N. Y.).

Don McNeill's
BREAKFAST CLUB
ABC Radio Network, 8 to 9 Chicago Time

105 WEST MADISON
CHICAGO 2
ILLINOIS

TELEPHONE RAndolph 6-8872

November 26, 1956

Mr. Don Durgin, Vice President
ABC-Radio Network
7 West 66th Street
New York, N. Y.

Dear Don:

All of us associated with Breakfast Club have cause to be mighty grateful for the terrific commercial success the program has enjoyed this year.

We are most appreciative of the advertisers and their agencies who've climbed aboard our new commercial bandwagon and we want to take our hats off to the ABC-Radio Network salesmen who really put the "new Breakfast Club" over commercially. These salesmen have really done an outstanding job and I'd like to do a little something special to let them know how appreciative we are of their efforts.

As you well know, Breakfast Club's principle listening audience consists of women in the home, but we know that a great many men are regular listeners also. Almost every morning I meet men in our studio audience at the Hotel Sherman who confirm this, as do the surprising number of letters I receive from men listeners. Since so many of these men listeners are salesmen who hear Breakfast Club on their car radios, we're dedicating Breakfast Club of Thursday, December 13th, to salesmen everywhere.

If you and George Comtois agree, I'd like to bring all the ABC Radio Network salesmen into Chicago as my guests on December 12th so they (together with the Chicago ABC Radio-Network salesmen) can be my honored guests on the Breakfast Club program the morning of December 13th. They'll not only be honored guests but they'll be representing all salesmen everywhere whom we'll be saluting that morning.

Please let me know if this meets with your approval so we can make the necessary arrangements.

Sincerely,

Don

Don McNeill

American Broadcasting Co

7 WEST 66TH STREET NEW YORK 21, N. Y.
SUSQUEHANNA 7-5000

ABC
RADIO NETWORK

November 29,

Mr. Don McNeill
Don McNeill Enterprises, Inc.
105 West Madison Street
Chicago 2, Illinois

Dear Don:

Many thanks for your nice letter and for your welcome invitation to the ABC Radio Network Sales staff to be your "honored guests" on BREAKFAST CLUB's December 13th broadcast. Actually, however, when it comes to giving a "Salute to Salesmen", you are the super-salesman we will all be saluting that morning.

All of us at ABC Radio - and I think I can speak for agencies and advertisers, too, on this subject - salute you as an outstanding salesman, broadcaster and friend.

It will be a pleasure for ABC Radio to be with you in person on the morning of December 13th - as it has been for the past twenty-three years.

Best wishes.

Sincerely,

Don

Don Durgin
Vice President in Charge

ANTITRUST COMMITTEE NEARS END OF ANALYZING ABC-TV CONTRACTS

THE House Antitrust Subcommittee last week virtually completed its classification of ABC-TV's affiliation contracts, numbering 206. There are less than a dozen ABC-TV talent contracts yet to be furnished the subcommittee, according to Julian H. Singman, assistant counsel in charge of the processing.

Details of most of the CBS-TV and NBC-TV affiliation contracts have been published [B•T, Oct. 29, *et seq.*]. The networks furnished the contracts to the congressional subcommittee headed by Rep. Emanuel Celler (D-N. Y.) in compliance with requests made during hearings in New York last September.

ABC last week submitted a statement explaining apparent deviations in some of the contracts. Although space limits prohibit detailed analyses of the documents, some other apparent differences not explained in the ABC statement are due to complicated arrangements between network and station in arriving at an agreement. A few of the ABC-TV agreements, such as those with Boston and St. Louis stations, are verbal in form and are confirmed only by letter or memorandum.

The ABC statement:

"Any deviation from the standard station compensation of 30% of gross for an interconnected affiliation agreement can be attributed to the fact that in certain markets, time clearances are not available on an equal basis due to the scarcity of stations. The importance of the inclusion of such two station vhf markets as St. Louis and Boston in a national advertiser purchase is important to the extent that without their inclusion, the network sale might not be consummated. An increase in station compensation is necessary to obtain time clearances in such situations.

"There are also a few individual cases i.e., Chico, Calif.—where station compensation is reduced below the standard 30% for interconnected agreements.

"This is a negotiated compromise whereby the station does not grant free hours to help off-set extra cable cost, but agrees to substitute instead, a reduction in compensation."

The contracts, arranged in related groups:

30%, 22 free monthly hours: WLWA (TV) Atlanta; KMMT (TV) Austin, Minn.; WAAM (TV) Baltimore; WTRI (TV) Albany, N. Y.; WOI-TV Ames, Iowa; WTTV (TV) Bloomington, Ind.; WGR-TV Buffalo; KCRG-TV Cedar Rapids, Iowa; WBKB (TV) Chicago; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WXYZ-TV Detroit; WSJV (TV) Elkhart, Ind.; KJEO-TV Fresno, Calif.; WHTN-TV Huntington, W. Va.; KMBC-TV Kansas City; WTVK (TV) Knoxville; KABC-TV Los Angeles.

WLVA-TV Lynchburg, Va.; WKOW-TV Madison, Wis.; WHBQ-TV Memphis; WISN-TV Milwaukee; WTCN-TV Minneapolis; WSIX-TV Nashville; WNHC-TV New Haven, Conn.; WABC-TV New York; WMTW (TV) Poland Springs, Me.; WAVY-TV Portsmouth, Va.; WTVR (TV) Richmond; KCCC-TV Sacramento, Calif.; KGO-TV San Francisco; KING-TV Seattle; KTVX (TV) Tulsa; KWTX-TV Waco, Tex.; WMAL-TV Washington; KAKE-TV Wichita; WTOB-TV Winston-Salem; WSBA-TV York, Pa.; WTPA (TV) Harrisburg, Pa.

30%, free monthly hours as noted: WLOS-TV Asheville, N. C., 27; KBAK-TV Bakersfield, Calif., 12; KFDM-TV Beaumont, Tex., 15; WICC-TV Bridgeport, Conn., 20; WCNY-TV Carthage-Watertown, N. Y., 10; WCSC-TV Charleston, S. C., 11; WRBL-TV Columbus, Ga., 5; KBTV (TV) Denver, 28; WTVD (TV) Durham, N. C., 12; KGEO-TV Enid, Okla., 37; WFLB-TV Fayetteville, N. C., 1 hour weekly.

WBTW (TV) Florence, S. C., 1 hour weekly; WNCT (TV) Greenville, N. C., 11; KTRK-TV Houston, 25; WJTV (TV) Jackson, Miss., 6; WJHP-TV Jacksonville, Fla., 5; WMAZ-TV Macon, Ga., 11; WMUR-TV Manchester, N. H., 25; KNOE-TV Monroe, La., 6; WJMR-TV New Orleans, 30; WDBO-TV Orlando, Fla., 11; KATV (TV) Pine Bluff, Ark., 30; KLOR (TV) Portland, Ore., 30; WNAO-TV Raleigh, N. C., 12; WSLS-TV Roanoke, Va., 5; KTVI (TV) St. Louis, 11.

KUTV (TV) Salt Lake City, 28; WTOC-TV Savannah, Ga., 11; WARM-TV Scranton, Pa., 8; KSLA-TV Shreveport, La., 12; WSTV-TV Steubenville, Ohio, 11; XETV (TV) Tijuana, Mex.-San Diego, 24; WEAT-TV West Palm Beach, 36; KFDX-TV Wichita Falls, Tex., 15; WILK-TV Wilkes-Barre, Pa., 20.

Other percentages of compensation, with monthly (except as noted) free hours: WBTV (TV) Charlotte, N. C., 33⅓%, 1 hour weekly; WTVN-TV Columbus, Ohio, 32%, 22 hours; WFAA-TV Dallas, 33⅓%, 12 hours; WBAP-TV Fort Worth, 33⅓%, 12 hours; WFIL-TV Philadelphia, 31%, 20 hours; KCMC-TV Texarkana, Tex., 25%, 12 hours.

30%, no free hours: WALB-TV Albany, Ga.; KFDA-TV Amarillo, Tex.; KTBC-TV Austin, Tex.; WAFB-TV Baton Rouge; WNEM-TV Bay City, Mich.; WABT (TV) Birmingham; WDEF-TV Chattanooga; KKTV (TV) Colorado Springs; WIS-TV Columbia, S. C.; KOMU-TV Columbia, Mo.; KRIS-TV Corpus Christi, Tex.; WLWD (TV) Dayton; KDAL-TV Duluth; WSEE (TV) Erie, Pa.; KIEM-TV Eureka, Calif.; WTVW (TV) Evansville, Ind.

WINK-TV Ft. Myers, Fla.; KFBB-TV Great Falls, Mont.; WFRV-TV Green Bay, Wis.; KGBT-TV Harlingen, Tex.; WSVA-TV Harrisonburg, Va.; WLBT (TV) Jackson, Miss.; WMBR-TV Jacksonville, Fla.; KRCG (TV) Jefferson City, Mo.; WJHL-TV Johnson City, Tenn.; WKBT (TV) La Crosse, Wis.; KPLC-TV Lake Charles, La.; WJIM-TV Lansing, Mich.; KSWO-TV Lawton, Okla.; WIMA-TV Lima, Ohio.

KOLN-TV Lincoln, Neb.; WAVE-TV Louisville (31.66% if simulcast on WAVE); KBES-TV Medford, Ore.; WALA-TV Mobile; WKRG-TV Mobile; WSFA-TV Montgomery; KWTV (TV) Oklahoma City; WKY-TV Oklahoma City; KMTV (TV) Omaha; WJDM-TV Panama City, Fla.; WEAR-TV Pensacola; WTVH (TV) Peoria; KTVK (TV) Phoenix; KZTV (TV) Reno; WHEC-TV Rochester; WVET-TV Rochester; WREX-TV Rockford, Ill.

WHBF-TV Rock Island, Ill.; KSWS-TV Roswell, N. M.; KSBW-TV Salinas, Calif.; KENS-TV San Antonio; WOAI-TV San Antonio; KEYT (TV) Santa Barbara, Calif.; KTBS-TV Shreveport; KREM-TV Spokane; WTHI-TV Terre Haute; WSPD-TV Toledo; WSAU-TV Wausau, Wis.; WHIZ-TV Zanesville, Ohio.

25%, no free hours: KOAT-TV Albuquerque; WABI-TV Bangor, Me.; KOOK-TV Billings, Mont.; KFYR-TV Bismarck, N. D.; KIDO-TV Boise; KXLF-TV Butte, Mont.; WWTV (TV) Cadillac, Mich.; KFBC-TV Cheyenne, Wyo.; WEAU-TV Eau Claire, Wis.; KROD-TV El Paso; KFSA-TV Ft. Smith, Ark.; WDAM-TV Hattiesburg, Miss.; KULA-TV Honolulu; KID-TV Idaho Falls, Idaho.

KHOL-TV Kearney, Neb.; KLRJ-TV Henderson-Las Vegas, Nev.; WLEX-TV Lexington, Ky.; KCBD-TV Lubbock, Tex.; WTOK-TV Meridian, Miss.; KCJB-TV Minot, N. D.; WLBC-TV Muncie, Ind.; WOAY-TV Oak Hill, W. Va.; KOAM-TV Pittsburg, Kan.; WPTZ (TV) Plattsburgh, N. Y.

WGEM-TV Quincy, Ill.; WAPA-TV San Juan, P. R.; KVEC-TV San Luis Obispo, Calif.; KVTV (TV) Sioux City, Iowa; KELO-TV Sioux Falls, S. D.; WICS-TV Springfield, Ill.; KYTV (TV) Springfield, Mo.; WCTV (TV) Thomasville, Ga.; KVOA-TV Tucson; WINT (TV) Waterloo, Ind.; WMFD-TV Wilmington, N. C.; KIMA-TV Yakima, Wash.

Varying percentages of compensation, no free hours: KENI-TV Anchorage, Alaska, 15%; WBZ-TV Boston, "50% of gross"; KFAR-TV Fairbanks, Alaska, 15%; WFMY-TV Greensboro, N. C., 10%; WHAM-TV Rochester, 33⅓%; KSD-TV St. Louis, "50% of gross billing to advertisers"; WKBN-TV Youngstown, Ohio, 27½%.

Different compensations for film or kinescope and live (1) no free hours: WFBG-TV Altoona, kine 25%, live 30%; KHSL-TV Chico, Calif., film 30%, live 15%; WOOD-TV Grand Rapids, film 30%, live 40%; WKZO-TV Kalamazoo, film 30%, live 40%; WJAR-TV Providence, kine 50%, live 30%. **(2) with free monthly hours:** KTEN (TV) Ada, Okla., film 25%, live 30%, 9 free hours; WBRZ-TV Baton Rouge, film 30%, live 25% over first 3 hours; WTVP (TV) Decatur, Ill., film 25%, live first 25 hours over 20 free hours 25½%, more than 45 hours 30%; WAKR-TV Akron, film 25%, live first 25 hours over 23 hours 27½%, all over 45 hours 30%.

Bonus stations, no compensation except

Wishing You a Productive New Year...

One thing us rabbits believe in is RESULTS. The only arithmetic—MULTIPLICATION! Take a 1356 foot tower, pack it with 100,000 watts of power, add over 1,000,000 ready customers, and you've got three *potent* factors for increased sales in 1957. Multiply with 5 to produce results in Oklahoma in the coming New Year.

KGEO-TV

The Center of Attraction

ENID, OKLAHOMA

FULL ABC NETWORK

REPRESENTED BY JOHN E. PEARSON CO.

talk about contours...

the KDUB-TV-
KPAR-TV combined
contour encompasses
200,000 isolated sets!
One economical buy and
this "Treasure Island"
is all yours

CBS
K·DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

as noted: WAIM-TV Anderson, S. C. (Bonus with WLOS-TV Asheville, N. C.); WBLN (TV) Bloomington, Ill.; WDAN-TV Danville, Ill., gets 7½% of hourly rate for announcements ordered by ABC; WTVE (TV) Elmira, N. Y.; WTAP-TV Parkersburg, W. Va.; WBOC-TV Salisbury, Md.

Different percentages for different hours: WJBF-TV Augusta, Ga., 30% for all over first 4 hours in 6-11 p.m. period and 30% for all over first 4 hours in other time periods; WNBF-TV Binghamton, N. Y., 25% first 20 unit hours, 35% next 10, 40% all over 30 hours; WGLV (TV) Easton, Pa., 27½% for first 33 hours, 30% all over 45 hours; WICU (TV) Erie, Pa., 30% first 20 hours, 33⅓% next 40 hours, 35% all over 60 hours; WITV (TV) Ft. Lauderdale, Fla., 30% of average unit hour rate for all over first 24 hours (50% of compensation withheld to pay on money due to ABC); WSUN-TV St. Petersburg, Fla., 25% for first 35 hours over 25 free hours, 30% for all over 60 hours; WATR-TV Waterbury, Conn., 27½% for first 33 hours over 12 free hours, 30% for all over 45 hours.

Miscellaneous contracts: WDAY-TV Fargo, N. D., receives "$75 per hour plus 30% of remainder." WNAC-TV Boston in a verbal contract, for *Mickey Mouse Club* gets 30% of combined total of 20 quarter-hours per week figured at Class B rates.

For all other ABC-TV programs, WNAC-TV is paid, using the formula of "half-hour at 60% of the hour, quarter-hour at 40% of the hour, etc. . . . by multiplying the proper time classification percentage (such as 60% for a half-hour) to the applicable hour rate and multiplying this figure by 50% for each time segment used. Compensation for *Warner Brothers Presents* (one-hour evening show) is based on two half-hours at the Class B rate.

Tax on All-Channel Sets Stunts Tv, Hearing Told

THE full potential of television will never be realized as long as all-channel tv sets cost more than vhf-only sets, Sigurd Tranmal, representing Radio-Electronics-Tv Mfg. Assn.'s Tax Committee, told a House Ways & Means subcommittee Wednesday. The House unit, headed by Rep. Aime J. Forand (D-R. I.) is studying the excise tax structure.

Mr. Tranmal, who is assistant to the vice president and controller of General Dynamics Corp.'s Stromberg-Carlson Div., asked for elimination of the 10% federal manufacturer's excise tax on all-channel tv sets and said this would provide the most effective action Congress could take to insure nationwide competitive tv. Broadcasters made similar pleas the week before [B•T, Dec. 3].

RETMA also asked for elimination of the 10% tax on color tv sets in line with Congress' "historical policy of not taxing new products before they become established."

Mr. Tranmal said RETMA, representing about 380 manufacturers of radio and tv sets and other electronic products, is calling for a general reduction of the excise tax on radio-tv industry products from 10% to 5%. This, he said, would equalize the tax on radio-tv products with that on most other articles for the home and would be consistent with the tax relief Congress gave other household products in 1954.

The RETMA representative said removal of the excise tax on all-channel sets would cause "most manufacturers" to shift to all-channel sets production and give all purchasers of new sets access to uhf programs.

Expressing regret that all-channel set tax exemption was not adopted when first advocated by RETMA and others in May 1954, Mr. Tranmal told the subcommittee that while RETMA feels it's "unfortunate that much time has been lost, it is still not too late and we renew our recommendation." Since that time, 20 million tv sets have been manufactured, only 3.2 million capable of receiving uhf, Mr. Tranmal said, adding that the impetus that would have been given to uhf with 17 million additional uhf sets in the hands of the public is "incalculable."

In calling for excise tax reductions on radio-tv products, Mr. Tranmal cited tv and radio as two of the least expensive forms of entertainment and education for the low income family and said one of the best ways to benefit this group is to reduce the tax on tv, radios and phonographs.

A Philco Corp. official said his firm acknowledges the necessity of a peacetime excise tax system, but that the system should be overhauled to avoid both excessive rates on a given subject of taxation and "fine distinctions based on subjective considerations of relative necessity or luxury."

Three Multiple Owners Add Ams In 11 Sales Approved by FCC

THREE of eleven am sales approved by the FCC last week added to the holdings of present multiple station owners. Commission sanction went to:

KFBI Wichita, Kan., transferring 50% from C. Howard Lane and associates to the H & E Balaban Corp. (midwest theatres) and Harold S. and Leo M. Lederer (Atlantic Brewing Co., Chicago) for $102,000. The Commission last month approved the Balaban-Lederer buy of WRIT Milwaukee and the Balabans' grant of tv ch. 46 in Birmingham, Ala. The Balabans also own 50% of ch. 39 WTVO (TV) Rockford, Ill.; ch. 23 WMCM (TV) Grand Rapids, Mich., and ch. 20 WICS (TV) Springfield, Ill. The latter has an application pending for a satellite in White Heath, Ill.

WTAM Decatur, Ga., for assignment of license from Republic Broadcasting System Inc. (Gordon McLendon, president) to WTAM Inc., owned by Emil J. Arnold, for $85,000. Mr. Arnold also owns 51% of WINN Louisville, Ky., 50%, WMFJ Daytona Beach, Fla., and 49% of WALT Tampa, Fla.

WABV Abbeville, S. C., for assignment of license to J. A. Gallimore for $30,000. Sellers are Mildred Allen and Edithe Mooneyham, Gallimore holdings include WSNW Seneca, S. D.; WSSC Sumter, S. C.; 60% of WBAW Barnwell, S. C., and 60%, WLFA LaFayette, Ga.

BUILD YOUR OWN MYSTERY THEATRE
With These 52 Thrilling First Run Feature Films

IT HAS JUST WHAT THE VIEWERS WANT!

CALL OR WRITE FOR YOUR FREE HOT-OFF-THE-PRESS COPY OF THE "HOLLYWOOD MYSTERY PARADE" PORTFOLIO THAT GIVES YOU FULL DETAIL

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Plaza 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

Schafitz Favored for Ohio Am; Five Other Radio Grants Made

AN INITIAL decision favoring grant of Sanford A. Schafitz' application for a new am station in Lorain, Ohio, was issued last week by an FCC hearing examiner. At the same time the Commission approved five uncontested am grants.

Hearing Examiner Hugh B. Hutchison recommended granting Mr. Schafitz the Lorain outlet on 1380 kc, 500 w daytime, in spite of probable interference in some areas now served by WTTH Port Huron, Mich., and WSPD Toledo, Ohio. He held that the need of primary service in Lorain outweighed the interference to be suffered by WTTH and WSPD. Mr. Hutchison also found Mr. Schafitz financially qualified. His financial ability had been questioned by the Port Huron and Toledo objectors.

New ams granted by the Commission went to:

Phoenix, Ariz.—Q Broadcasting Co., 740 kc, 1 kw daytime, directional antenna. Frank S. Barc Jr., former manager of KRUX Glendale, Ariz., is president-50.2% owner of the new facility. His father, retired newspaperman, owns 8.3%; Stanley Worlund, former KRUX salesman, 8.3%; Katherine Boos 16.6%, and Carmon Myrick, electrical contractor, 16.6%.

Palmdale, Calif.—Palmdale Broadcasters, 1470 kc, 1 kw daytime. Sole owner Harold C. Singleton also owns KRTV Hillsboro, Ore., 52% of KTEL Walla Walla, Wash., and 14%, KITI Chehalis, Wash.

Cowan, Tenn.—Cumberland Broadcasting Co., 1440 kc, 1 kw day. Equal partners are James F. Spencer, engineer, WCDT Winchester, Tenn.; Frank Pearson Jr., automobile dealer, and Arthur D. Smith Jr., owner of WMTS Murfreesboro, Tenn.

St. George, Utah—St. George Broadcasting Co., 1450 kc, 250 w day. Jeanette B. Arment, sole owner, is a commercial artist.

Ripon, Wis.—Central Wisconsin Co., 1600 kc, 5 kw day directional. Principals are President Miriam B. Monroe, 6.25%; John F. Monroe Jr. 31.25%, Mary Ellen M. Schmitz 31.25% and Margaret Joanne Monroe 31.25%.

Holtz Named Assoc. Gen. Counsel at FCC; Henley to Justice Dept.

EDGAR W. HOLTZ, assistant chief of the FCC Office of Opinions and Review, will become associate general counsel of the Commission Dec. 21. He succeeds J. Smith Henley, resigning to join the Dept. of Justice [CLOSED CIRCUIT Dec. 3].

Mr. Henley's assignment at the Justice Dept. is to head a new office set up to study and coordinate administrative procedure of government agencies.

FCC Switched Policy in Miami, Ch. 7 Losers Charge in Court

DID the FCC switch on its diversification policy when it granted Miami, Fla., ch. 7 last January to a combination of Cox-Knight newspaper-radio interests plus Niles Trammell former NBC president? That was the question argued before a Washington federal court last week.

Unsuccessful applicants Sunbeam Television Corp., East Coast Corp. and South Florida Television Corp. charged the FCC with reversing its long-time policy of favoring non-newspaper owned applicants. The FCC and WCKT (TV) argued that the competing applicants received full credit for not being affiliated with other media of communications, but that the Cox-Knight-Trammell group was awarded major preferences in other areas which outweighed its disability on the diversification issues. The WCKT principals own separately the *Miami News* (Cox) and the *Miami Herald* (Knight). They also individually owned standard broadcast stations WIOD (now WCKR) and WQAM respectively. WQAM was sold to Todd Storz last summer for $850,000—since the licensee of WCKR-WCKT (TV) could not own two stations in the same market under the FCC's duopoly rule.

The argument was heard by Circuit Judges Wilbur K. Miller, Charles Fahy and George T. Washington.

Kaiser Gets Honolulu Ch. 13; New Mexico Translator Okayed

IN TWO television actions by the FCC last week Kaiser Hawaiian Village Television Inc. was granted ch. 13 in Honolulu, and Triple "S" Tv & Radio Clinic, Tucumcari, N. M., was authorized for a translator on ch. 80. The Tucumcari grant, protested by a local community tv cable firm, marked the Commission's first denial of objections by cable interests to translator service.

Still pending are objections to translator applications in Palm Springs, Calif., by a community tv system, and in Lewiston, Idaho, by a booster station.

The Honolulu firm is owned 75% by Henry J. Kaiser, industrialist, and 25% by Hal Lewis, Honolulu advertising representative and disc jockey, who will be executive vice president of the television firm. The new facility will operate with 12.9 kw visual power and cost an estimated $133,653 to put on the air.

Triple "S" will use ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex., to an estimated 11,000 population.

Webster to 'Doria' Committee

COMMODORE Edward M. Webster (U. S. Coast Guard, ret.), who retired as a member of the FCC last June, was named last week as one of a four-man committee of experts to aid a congressional committee in its investigation of safety problems raised by the July 25 collision on the high seas between the foreign liners *Stockholm* and *Andrea Doria.*

Five Named in Suit

THE Justice Dept. filed an antitrust civil suit last week against five manufacturers of electrical resistance alloys, charging in Newark, N. J., federal court price fixing and restraint of trade. The defendants are Wilbur B. Driver Co., Driver-Harris Co.; Alloy Metal Wire Co.; Hoskins Manufacturing Co. and C. O. Jelliff Manufacturing Corp. Electrical resistance alloy products are used in radio-television receivers and industrial appliances.

Court Order Stops Trust Fund Payment

TEMPORARY restraining order was issued last week by Los Angeles Superior Court Judge John J. Ford prohibiting national phonograph recording companies from paying money in excess of the basic recording royalty into the American Federation of Musicians' music performance trust fund.

The court declined to issue a similar restraint with respect to money paid to the trust fund by motion picture producers and television film distributors. The judge, however, ordered all defendants in two major suits brought against AFM by Local 47 musicians in Hollywood to show cause at a hearing Dec. 14 why receivers should not be appointed by the court to take charge of the money and an injunction issued pending formal trial of the two complaints.

A group of 91 musicians in Local 47 filed the first suit against James C. Petrillo's trust fund policies in the phonograph recording field several weeks ago and asked recovery of $8,587,900 alleged to have been "diverted" by Mr. Petrillo to the trust fund. The suit was in behalf of 6,000 recording musicians throughout the U. S. [B•T, Nov. 26].

A fortnight ago the second pleading was presented to the court. This time 22 members of Local 47 in behalf of 2,400 musicians in the motion picture industry asked the court to recover nearly $4.5 million alleged to have been "diverted" to the trust fund when old motion pictures were "rescored" and sold for television release [B•T, Dec. 3].

The law suits stem from a revolt against Mr. Petrillo and national AFM policy which developed within Local 47 during the past year. A third suit involving AFM trust fund collections in the new tv field is expected to be filed soon.

N. Y. State Mediator to Hear WNBF-AM-TV, NABET Views

IN AN EFFORT to settle a 10-day-old strike at WNBF-AM-TV Binghamton, N. Y., representatives of management and of Local 26, National Assn. of Broadcast Engineers & Technicians, will meet this week with a member of the New York State Mediation Board.

Thirty-four announcers, engineers and technicians walked off the job Dec. 1 after rejecting an offer for a new three-year contract by management largely over wages and fringe benefits. The stations have maintained their broadcasts schedules without interruption through the use of supervisory personnel, according to George Dunham, general manager.

Mr. Dunham said the station had offered wage increases of up to $22 per week, to recognize the union shop and grant certain fringe benefits. He added no sessions have been held with the union since the strike began.

Arthur Ferrare, president of the local and an audio engineer-projectionist at the stations, claimed the dispute began when Triangle Publications bought the stations and

COLLINS PATTERN CONTROL

with directional antenna equipment

Directional antenna equipment (left) and Collins 20V Transmitter

. . . equipment that offers AM broadcasters the same forward-thinking design, the same careful engineering, the same quality construction typical of all Collins equipment.

Each Collins directional antenna installation is custom designed and built to satisfy the coverage requirements of the individual broadcaster and the specifications provided by his consulting engineer.

Designed to match the attractive appearance of the Collins line of transmitters, the phasor may also be obtained in a cabinet to match other makes of equipment. Controls for amplitude and phase are recessed front panel counter dials which have accurate reset characteristics for ease of tune-up. Unsurpassed stability and ease of maintenance are additional outstanding features. Antenna tuning units, specially housed in weatherproof cabinets if desired, are an integral part of Collins complete phasing equipment package.

When your plans call for a new or modified directional antenna system, contact your nearest Collins representative for a detailed equipment quotation. There is no obligation.

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Reach 9 out of 10 Californians!

GOLDEN WEST BROADCASTERS
KMPC KSFO
Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President
National Representatives:
AM Radio Sales Company

PERSONNEL RELATIONS

"eliminated certain benefits that had been in force under the previous management, including an annual bonus and a pension plan." He said that a NABET survey in upstate New York showed that the wage scale at WNBF-AM-TV was "well below average." He also charged that supervisory personnel currently operating the stations are "strike breakers, because they have been recruited from other Triangle stations."

Settlement Reached in Strike Against WAPI-AM-FM, WABT (TV)

A STRIKE of International Brotherhood of Electrical Workers technicians (Radio Broadcast Technicians Union, Local 253) against WAPI-AM-FM and the affiliated WABT (TV) Birmingham came to a close last week after a duration of 70 weeks. Joe S. Harmon, union business manager, and Henry P. Johnston, president of the three Alabama Broadcasting System stations, jointly announced that an amiable settlement had been reached, satisfactory to both sides.

Main issues in the long controversy were working of supervisors and requirement that two men be on control board at all times. Wages were not an issue. The stations were picketed during the strike. They are understood to have operated without loss of time. The stations recently asked dismissal of an injunction plea against the union after a three-day court hearing.

Council Reports U. S. Dollars Going to Communist Film Makers

A CHARGE that the Communist Party in Europe is getting U. S. dollars invested in foreign motion pictures and possibly some television films was made by the Hollywood AFL Film Council in a warning to all producers that the council will make public the facts of such films when the information becomes available [CLOSED CIRCUIT, Nov. 26].

NABET, IATSE Resolve Dispute

NABET has claimed victory over IATSE in the latter's campaign to force non-IATSE unions out of the film business in Hollywood. Both unions signed a settlement agreement before NLRB Hearing Examiner Norman Greer which prevents IATSE from picketing or otherwise "persuading" film rental studios from doing business with firms using NABET crews. Examiner Greer had investigated secondary boycott charges brought by NABET against the other union as the result of picketing in October at certain Hollywood tv studios.

NABET Wins WNHC Jurisdiction

A RULING issued Dec. 7 by the National Labor Relations Board specifies that the National Assn. of Broadcast Employes & Technicians (NABET) has been selected by technical employes of WNHC-AM-FM-TV New Haven, Conn., as bargaining agent. NLRB denied a petition by Elm City Broadcasting Corp. protesting conduct of the election. Elm City was sold to Triangle Publications, present operator.

STATIONS

WCAU Inc. Takes Over Control of WGBI-TV

WCAU Inc. Philadelphia last week took over controlling interest of WGBI-TV Scranton, Pa., from Scranton Broadcasters Inc. and named Donald W. Thornburgh, president-general manager of WCAU-AM-FM-TV, as president of the newly-acquired station.

Vance L. Eckersley, attorney and consultant to Scranton Broadcasters, was named vice president and general manager of WGBI-TV, and Anton J. (Tony) Moe, former account executive with CBS-TV Spot Sales in New York, was named general sales manager of the tv station.

Other officers of WGBI-TV are Mrs. Marcella Megargee Holcomb, vice president of

MR. ECKERSLEY MR. MOE

Scranton Broadcasters, secretary, and Joseph L. Tinney, executive vice president-assistant general manager of the WCAU stations, treasurer.

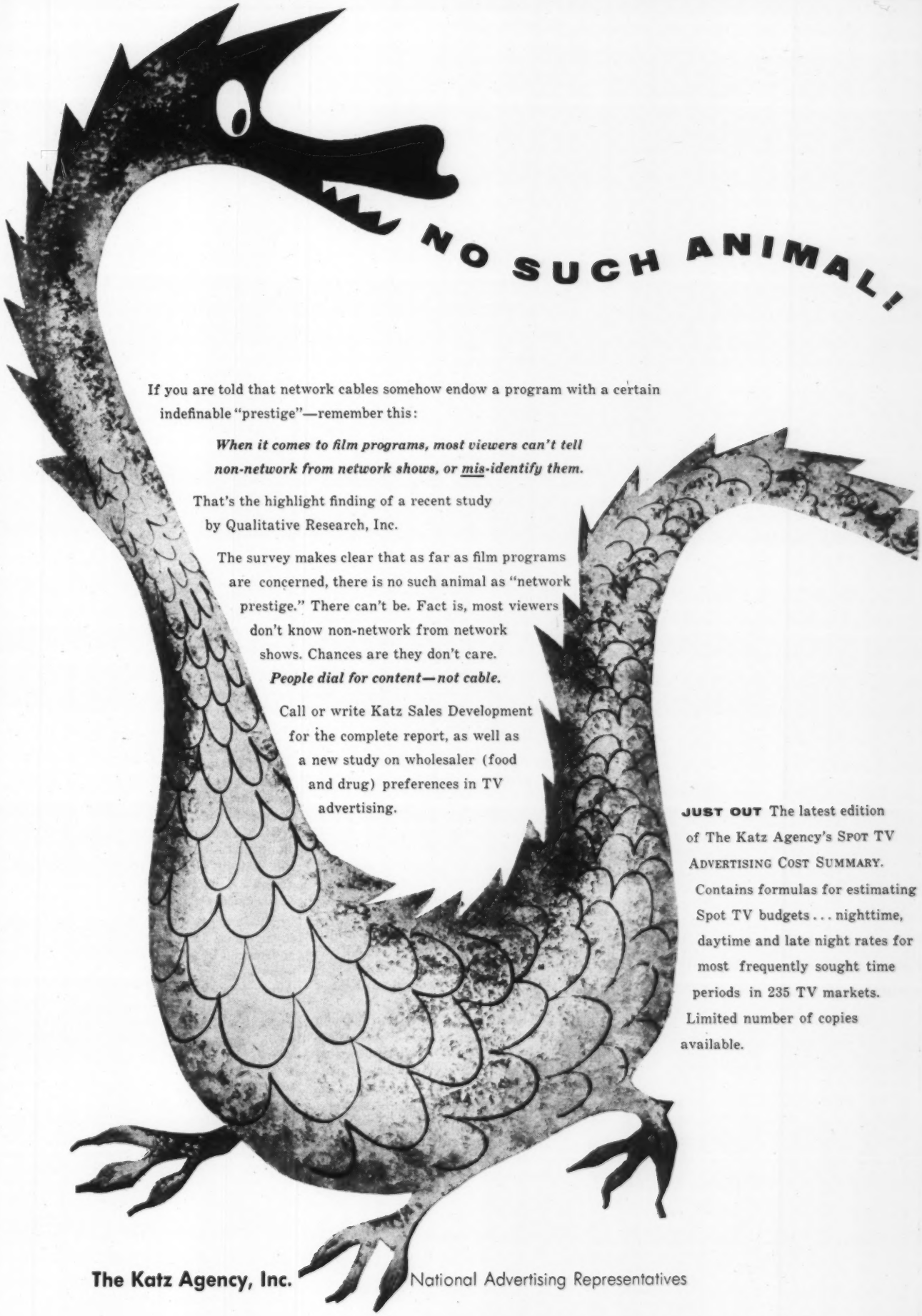
WGBI-TV board of directors now is composed of Robert McLean, president-publisher of the *Philadelphia Evening* and *Sunday Bulletin;* Richard W. Slocum, executive vice president of the Bulletin papers; Mr. Thornburgh; John G. Leitch, vice president in charge of engineering of the WCAU stations; Charles Vanda, vice president in charge of tv for WCAU; Mrs. M. E. Megargee, president-treasurer of Scranton Broadcasters, and Mrs. Holcomb.

Third Uhf, WMGT (TV), Bought By Lowell Thomas, Associates

SALE OF ch. 19 WMGT (TV) Pittsfield, Mass., by Leon Podolsky and associates to Hudson Valley Broadcasting Co. for $379,000 was announced last week. Hudson Valley, owned by CBS commentator Lowell Thomas and associates, owns CBS-affiliated ch. 41 WCDA (TV) Albany, N. Y., and satellite ch. 29 WCDB (TV) Hagaman, N. Y.

The Massachusetts outlet will be operated as a second satellite of WCDA. Payment will be $91,000 in cash and the $288,000 remainder in monthly payments over a seven year period. It also was understood that RCA was taking back all WMGT studio equipment, with an adjusted refund, and that General Electric was accepting a reduced price on the ch. 19 transmitter.

WMGT began operating in February 1954. It is affiliated with ABC. In February of this year, the WMGT tower was destroyed



NO SUCH ANIMAL!

If you are told that network cables somehow endow a program with a certain indefinable "prestige"—remember this:

When it comes to film programs, most viewers can't tell non-network from network shows, or mis-identify them.

That's the highlight finding of a recent study by Qualitative Research, Inc.

The survey makes clear that as far as film programs are concerned, there is no such animal as "network prestige." There can't be. Fact is, most viewers don't know non-network from network shows. Chances are they don't care.

People dial for content—not cable.

Call or write Katz Sales Development for the complete report, as well as a new study on wholesaler (food and drug) preferences in TV advertising.

JUST OUT The latest edition of The Katz Agency's SPOT TV ADVERTISING COST SUMMARY. Contains formulas for estimating Spot TV budgets . . . nighttime, daytime and late night rates for most frequently sought time periods in 235 TV markets. Limited number of copies available.

The Katz Agency, Inc. National Advertising Representatives

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The ABC of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

by high winds and the station has been off the air since then, but plans to return to full-time operation Jan 1, 1957.

During the past two years, both WMGT and now-dark WTRI (TV) Albany have fought WCDA's proposal to allocate ch. 10 to Vail Mills, N. Y., a short distance outside of Albany. A federal court earlier this year stayed the FCC's assignment of ch. 10 to Vail Mills. And, in June, the FCC proposed to deintermix the Albany-Schenectady-Troy area by deleting ch. 10 from Vail Mills. WTRI also opposed the sale of what is now WCDA and its am adjunct, WROW, to the Lowell Thomas interests. Mr. Thomas and his associates paid less than $300,000 for the two properties in 1954.

Seven Station Deals Come to $1.5 Million

SALES amounting to an aggregate of over $1.5 million were either announced or filed with the FCC last week.

Largest purchase was that of KELP and ch. 13, ABC-affiliated KILT (TV) El Paso, Tex., by KXLY-AM-TV Spokane, Wash., interests. The sale price was reported at $750,000, with Blackburn-Hamilton Co. as broker. Stations are being sold by McLendon interests—which only recently sold WRIT Milwaukee and WTAM Decatur, Ga. KELP is ABC affiliated and operates with 1 kw day, 500 w night on 920 kc. KXLY principals are Joseph Harris, Norman Alexander and Richard E. Jones. Mr. Jones, to be general manager of the Texas properties, is former Storer Broadcasting Co. vice president and former DuMont Television Network o&o station director.

Next largest was the $333,154 transaction whereby Lanford Telecasting Co. was established with T. B. Lanford owning 51% and Bill L. Fox (KFMB-TV executive) 49% (limited voting) of ch. 5 KALB-TV Alexandria, La., which has been operating with all three networks since 1954. This resulted from a merger agreement when the ch. 5 grant was made. Mr. Fox's family owns KSYL Alexandria. KALB-AM-FM-TV balance sheet as of Sept. 30 showed earned surplus of $255,156. Mr. Lanford has interests in KRMD Shreveport, KPLC-AM-TV Lake Charles, both La.; WSLI-WJTV (TV) Jackson, Miss., and KRRV Sherman, Tex.

Daytimer KALI Pasadena, Calif., is being sold by Henry Fritzen to Tele-Broadcasters Inc. for close to $300,000 with adjustments to be made following closing. Tele-Broadcasters (H. Scott Killgore) owns WKXL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn.; KUDL Kansas City, Mo., and is buying WBBR Brooklyn, N. Y. KALI, operating on 1430 kc with 5 kw, showed an earned surplus of $82,174 in the balance sheet as of July 31, submitted with its application.

WFTC Kinston, N. C., was sold by J. Harold Vester and associates to country music impressario Connie B. Gay for $145,000. Sale also handled by Blackburn-Hamilton. WFTC is ABC affiliated, uses 5 kw day, 1 kw night on 960 kc. Mr. Gay owns WTCR Ashland, Ky., and KLRA Little Rock, Ark.

WHAR Clarksburg, W. Va., was sold to Harrison Corp. for $111,000. Harrison Corp. is owned by George Wilson and George Wilson Jr. and William F. Malo Jr. The 250 w, ABC outlet (on 1340 kc) is being sold by W. A. (Pat) Patterson and Robert K. Richards. Broker is Blackburn-Hamilton Co.

Sale of WGKV Charleston, W. Va., by Kanawha Valley to Jacob A. (Jake) and Walter F. Evans for $90,000 was made known. Jacob A. Evans is a McCann-Erickson executive and former NBC sales official. The NBC-affiliated 250 watter (on 1490 kc) is being sold by its WSAZ Inc. principals because of their purchase of WKNA-AM-FM Charleston for $150,000 [B•T, Nov. 26]. Kanawha principals are Lawrence H. Rogers II, 20%; Leroy E. Kilpatrick, 10%; William D. Birke, 25%; E. H. Long, 15%; Eugene Katz, 10%; Walter H. Long, 10%; A. F. Marshall, 10%.

NBC's Radio, Tv O&O's Report Strong Sales Gains

BOTH tv and radio sales of NBC owned and operated stations are up this year over 1955, tv by 21% and radio by 17%, it was announced last week by Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales.

Mr. McFadden's disclosure was made in advance of the opening today (Monday) of a two-day annual meeting of general managers of the network's owned radio and tv stations. The closed session will be held in the St. Regis Hotel in New York, after which the general managers will proceed to Miami Beach where NBC will be celebrating its 30th anniversary (see story, page 31).

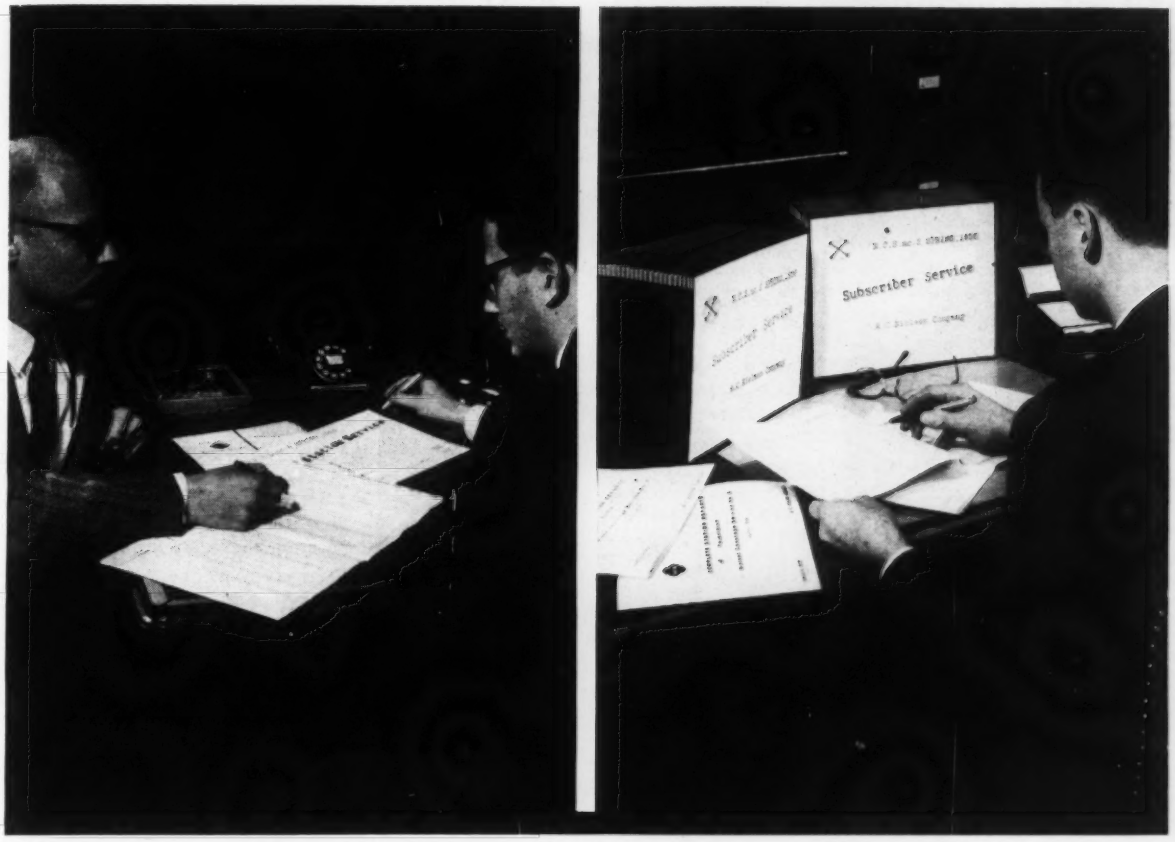
October time sales on NBC's five owned radio outlets rose 28% above billings for October 1955, he reported, noting that WRCA New York in October had its best month in history and predicting "that record will fall in November." (WRCA has reported its time sales in November will run 33% ahead of that month a year ago.)

The sessions today and tomorrow will cover sales, programming, public service and special projects for next year. The managers also will review summer sales plans which were drawn up some months ago.

Two California Am Permittees Plan 'Newspaper-of-Air' Format

TWO California radio stations issued construction permits and call letters last month will operate on a "newspaper-of-the-air" format, it was announced last week by Ray Lapica, Beverly Hills, Calif., broadcaster-newspaperman, who is licensee of the stations. The stations are KACE Riverside (1570 kc) and KAMP El Centro (1430 kc), both with 1 kw.

Mr. Lapica said that each station "would publish" a complete air edition of a radio newspaper every morning and evening, consisting of a world and national news page, a local news page, feature, sports, entertainment and woman's page.



While you read this–

NCS No. 2 reports are influencing the selling and buying of radio and tv schedules!

Hundreds of radio and tv stations...and time buyers (some of them your competitors) are using NCS No. 2 reports right now to learn new, comprehensive and authoritative station coverage facts.

These NCS No. 2 subscribers have current data... county-by-county—on daytime and evening listening. They are making good use of this information in every buying and selling situation.

You, too, can arm yourself with this detailed station coverage information...can know what others are learning about radio and tv coverage.

Typical facts provided by NCS No. 2

- *How big is a station's market?*
  —number of homes in the area
  —number with radio or tv sets
- *How many families listen to the station?*
  —daytime...evening; weekly...daily
- *Frequency of family listening?*
  —station loyalty
- *What other stations serve the area?*
  —comparable competitive facts

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HOllycourt 5-4400	PEnnsylvania 6-2850	DAvenport 5-0021

6100

36.9% Sacramento's Women See Milly Once-A-Week at least

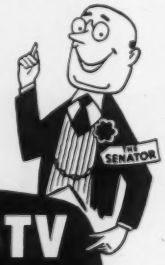
ARB's cumulative rating for June says Milly Sullivan and "Valley Playhouse" reach 36.9% different TV homes weekly over KCRA-TV.

Milly has *repeat* audience, too. Her average daily rating is 12.4 with 74.4% of this large woman's daytime audience.

From 2 to 5 P.M., Milly's participating double feature leads in all quarter hours over the other three stations on the air.

"Valley Playhouse" is an important part of the programming which attracts Sacramento women to KCRA-TV. This helps make KCRA-TV the highest rated NBC station in the West.

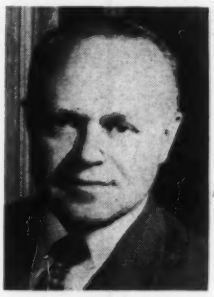
*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956.



KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
represented by
Edward Petry & Co.

Clipp Named Vice President Of Triangle's Radio-Tv Div.

ROGER W. CLIPP, general manager of Triangle Publications' Radio & Television Div., has been elected vice president of the division, it was announced last Wednesday by Walter H. Annenberg, Triangle Publications president.



MR. CLIPP

The Radio & Television Div. of Triangle Publications operates WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa., and WNHC-AM-FM-TV New Haven, Conn. The division also owns 50% of WHGB Harrisburg, Pa.

Mr. Clipp has been associated with the WFIL stations since 1935, as business manager until 1938 and as general manager thereafter. Since its inception in 1955, he has served as general manager of the Radio & Television Div. He currently is secretary and a director of Television Bureau of Advertising, a member of the U. S. Information Agency's Broadcast Advisory Committee and a member of the Radio & Television Committee of the President's People to People Project.

KCCO Founder Logan Dies

WILLIAM A. LOGAN, 44, one of the founders of KCCO Lawton, Okla., died of cancer, Dec. 5, after a long illness.

Mr. Logan, a lawyer, served as state senator for 18 years. He was an unsuccessful candidate for governor in 1954. In October of this year he transferred his interest in KCCO to Russel G. Jones.

WILLIAM E. GLASS, president of Cottrell's Men's Store, Denver, signs as a sponsor on KLZ that city for the 26th consecutive year. Mary Robertson (seated r), Marshall Robertson Adv., persuaded the client to try radio in 1931 "for a couple of months" and is still handling the account. Also taking part are (standing l to r) Lee Fondren, KLZ general sales manager, and Al Perry, salesman for the station.

Jack Feldmann Appointed General Manager of KRKD

JACK FELDMANN, who formerly had been partner with Frank Oxarart in operation of KDON Salinas, Calif., has been named general manager of KRKD Los Angeles, it was announced last week by Mr. Oxarart, president of Continental Telecasters Inc., licensee of KRKD.

Mr. Feldmann also becomes a member of the board of directors of Intercontinental Telecasting Corp., owner of KVSM San Mateo, Calif., and of the board of Television Co. of America, which now is operating KBMI and KSHO-TV Las Vegas. He also is president of Frank Oxarart Productions Inc., program packaging firm.

WSFA Sale Hits Snag

SALE of WSFA Montgomery, Ala., by WKY Radiophone interests to Charles W. Holt and associates for $175,000 struck a snag last week—the week following FCC approval [B•T, Dec. 3]. Hoyt Andres, vice president-station manager, announced the transaction was not completed because of difficulties between the owner of the WSFA antenna property and the prospective new owners. WSFA leases the property. The WKY Oklahoma City interests bought WSFA-AM-TV last year for more than $500,000. WSFA-TV was not involved in the Holt purchase.

KGW-TV Dedication Dec. 15

KGW-TV Portland, Ore., will inaugurate its program service in a special dedicatory program Dec. 15 from the station's Broadcast House studios, it was announced last week. The program has been designed "to express something of the spirit of Portland and its environs and of the station and its personal identification with the area," according to KGW-TV officials.

Suit Against Duggan Dismissed

A SLANDER SUIT filed by an entertainer against ABC and performer Tom (Goss) Duggan, formerly with network's owned and operated WBKB (TV) Chicago, was dismissed Wednesday in Chicago Circuit Court.

The suit had been filed by Philip S. Tucker, charging the tv performer with slanderous remarks about the entertainer's act on his (Duggan's) late evening WBKB commentary and seeking $100,000 in damages. In dismissing the suit Judge Harry M. Fisher upheld the defense's contention that "a public performer lays himself open to fair comment and a critic is privileged in making remarks on his performance." Mr. Duggan currently has a commentary program on KCOP (TV) Los Angeles, Calif.

WSYE-TV TO FEATURE PROGRAM TAPE UNIT

- **GE control device set up**
- **'Blank screen time' cut**

AUTOMATIC program control system designed to assure viewers "more accurate" programming and a minimum of "blank screen time" is scheduled to go into operation at WSYE-TV Elmira, N. Y. (ch. 18), today (Monday). WSYE-TV is a satellite of WSYR-TV Syracuse, N. Y.

A joint announcement by the General Electric Co. and the station claims WSYE-TV will be "the nation's first station" to adopt the system. T. Robert Bolger, general manager of the station, revealed that tests made with GE's recently-developed automatic program control system have resulted in "a smoothness of operation heretofore deemed impossible through manual program control."

The new system, according to GE, automatically schedules all switching necessary for programming slides, films, networks and audios, enabling the normal route of tv station breaks, commercials and succeeding programs to continue without pause or interruptions. The operation of the system was explained by GE in this way:

Once the new push-button programmer is set into operation, a strip of punched tape takes over the duties of a station director, starting and stopping the desired station equipment at the exact time. A maximum of seven pieces of equipment can be controlled, such as two motion picture projectors, a slide projector, a station-identification projector, network and audio tape.

The new system include a tape editer, similar to a typewriter, and a tape-reader control. The editer may be operated by a stenographer to punch holes in the tape. The device contains an automatic counter which counts in seconds, minutes or hours. Thus, the tape is punched at appropriate spaces to synchronize with program timing. For program control, the tape is inserted in the readers where it passes through at the rate of three inches per half hour. The tape, or "brain," is interpreted by the reader, which sets in motion the actions for automatic programming.

GE engineers report that a roll of punched tape three inches in diameter will automatically control split-second programming by both radio and tv stations for a full 24-hour period, and, if desired, punched cards can be substituted for tape control.

Mr. Bolger said the automatic programmer makes possible "greater programming accuracy" and minimizes "the human error factor which often results in short intervals of blank-screen time." He described the new device as "the most practical approach to one-man station operation yet devised."

WSM-TV SOLVES 'HOT' PROBLEM

A PARTICULARLY "hot" problem that faced engineers and performers at WSM-TV Nashville has been solved in an ingenuous and comparatively inexpensive manner.

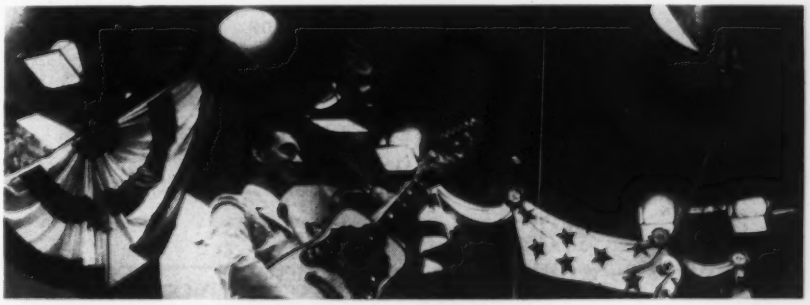
The veteran radio show *Grand Ole Opry* made its television debut in Sept. 1955, originating from Ryman Auditorium in Nashville where its radio broadcasts had taken place. During the fall and winter months, the 50 to 60 spot lights necessary for televising the show were not noticeably hot during performances. During spring performances, however, it became obvious, particularly to the tv engineers, that with real summer weather, conditions under the spots —some of them as large as two kw— would become unbearable in the barn-like, non-airconditioned auditorium.

Since air conditioning the entire auditorium was deemed financially impractical, engineers began looking around for some kind of cover to reduce the amount of heat coming off the spots without reducing light intensity. The answer turned out to be a pyrex brand infra-red reflecting glass, which reflects radiant heat but transmits more than 75% of the visible light.

Corning Glass Works, Corning, N. Y., manufacturer of the glass, responded to a rush order, and on May 24 the glass, 60 pieces, each 16 by 12 in. and 3/16 in. thick, were shipped. The pieces cost $13.50 each. In order to get the lights ready for the next *Grand Ole Opry* on June 23, the station's staff of electricians and lighting engineers worked overtime putting frames on the big spots to hold the reflecting glass. The glass was held at an angle of approximately 45 degrees to the light source to achieve reflection of heat toward the ceiling of the auditorium and avoid reflecting heat back into the light fixture itself.

According to WSM-TV officials, *Grand Ole Opry* was produced throughout the summer without performers being uncomfortable from the heat. Although there was no way to measure precisely the reduction in temperature in the auditorium, the officials believe that at least 50% of the heat from the spotlights was dispersed. So impressed were they that present plans call for installing the panels on all of the lights at the regular WSM-TV studio, which is air-conditioned.

WSM-TV technical workers report that, in addition to cutting heat, the panels also improve picture quality. George A. Reynolds, vice president-technical director of the station, says that this might have resulted because "cutting out the infra-red portion of the light allowed the image orthicon picture tube to work in a slightly different manner than with the infra-red present."



POSITIONING of the heat-deflecting squares of glass is shown on five of the above ceiling lights as country-music singer Carl Smith performs.

WSTV-TV's Tri-State Impact Keys New Merchandising Project

WSTV-TV Steubenville, Ohio, has embarked on a merchandising project designed to sell both its advertisers' goods and station's own impact on the tri-state region of Ohio, Pennsylvania and West Virginia. It is also making available a 20-minute, 35 mm. color film presentation, "How to Make Money in the Steel Market," which documents the opportunities that exist for advertisers in the WSTV-TV market. Film was produced by the station and its advertising agency, The Wexton Co., New York, in cooperation with Upper Ohio Valley Development Council.

WSTV-TV's merchandising service includes making available to advertisers a merchandising directory listing chain stores, independent groceries, druggists, wholesalers, jobbers, etc.; in-store displays, blanket mailings, publicity releases, self-liquidating premiums, and other services. In addition, the station offers an "Index of Advertising Effectiveness," which the advertiser may use to compare his results on WSTV-TV with those on other stations. Copies of the index may be secured from John J. Laux, general manager of the Steubenville station.

WNEM-TV Using New Tower

WNEM-TV Bay City, Mich., last week began operating with a full power signal of 100 kw from its new 1060-ft. tower. The ch. 5 outlet has been on the air since Feb. 16, 1954.

REPRESENTATIVE APPOINTMENTS

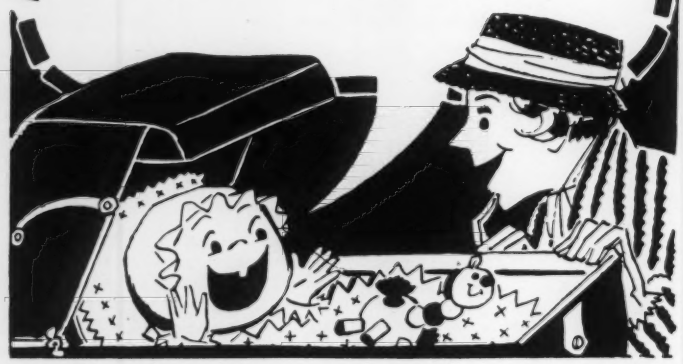
WORZ Orlando and **WNTM Vero Beach, Fla.,** have appointed George P. Hollingbery Co.

WJIM-AM-TV Lansing, Mich., has appointed Peters, Griffin, Woodward Inc.

WNEM-TV Bay City (Saginaw, Midland), Mich., has appointed Edward Petry & Co. Inc.

KWBW Hutchinson, Kan., has appointed Devney & Co., N. Y.

Heard the Latest?



. . . *love that WCBM!*

. . . because CBS radio has gone WCBM in Baltimore!

. . . this is the kind of news you *love* to hear.

. . . because now WCBM is an even better "buy" in Baltimore radio!

. . . CBS programming plus WCBM's home-grown attractions will hike WCBM's ratings even higher!

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. . . the latest surveys prove our point. Get the facts today . . . direct or from our representatives.

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Exclusive National Representatives THE BOLLING COMPANY, INC.

STATIONS

REPRESENTATIVE PEOPLE

Robert A. Burke, member of the radio sales staff at Adam Young Inc., N. Y., named assistant sales manager.

MR. BURKE

Robert Spero, former WBBM-TV Chicago staff writer and member of NBC's guest relations staff, named radio promotion writer with NBC Spot Sales' new business and promotion department. **Evelyn Chirello,** coordinator of station promotion at Kudner Agency, N. Y., added to staff as tv promotion writer. **Edward Meizels,** NBC management trainee, appointed research analyst with Spot Sales' new business group.

STATION PEOPLE

Henry T. Wilcox, local sales manager of KPOA Honolulu, to WFBL Syracuse as general manager. Mr. Wilcox entered broadcast field in 1950 after leaving military service.

MR. WILCOX

Frank H. Ford Jr., KENT Shreveport, La., commercial manager, named general manager and **Bob Shipley,** news director, succeeds him as commercial manager.

Collis A. Young, WCOL Columbus, Ohio, appointed manager and **Ernest Gudridge,** program director of WCOL, to WIZE Springfield, Ohio, as manager.

Richard Beesemyer, Don Lee Tv account executive, to KNXT (TV) Hollywood in similar capacity.

Shirley Jasper, WAGA Atlanta, to WAKE, same city, as account executive and **Jayne Swain,** WQXI Atlanta account executive, to WAKE, as assistant manager. Other changes in personnel at station include: **Joe Glosson,** Kay Lee Corp., to account executive; **Conrad Brabson,** WYZE, to continuity department; **Fran Hamill,** WAKE stenographer, named sales service coordinator and **Anne Barron,** Thoben Elrod Co., appointed station's traffic manager.

Martin J. O'Fallon, head of Electronics Products Co., Denver, to sales manager of Intermountain Network, same city.

Gene Gaudette, KMGM-TV Minneapolis account executive, to WRAL-TV Raleigh, N. C., as regional sales manager.

Robert P. Housen, WAAM Baltimore traffic department, named traffic manager.

Bob Taber, formerly manager of WKLF Clanton, joins WFHK Pell City, both Ala., as commercial manager.

Stephen Q. Shannon, KPHO-TV Phoenix continuity and production departments, named promotion-publicity manager.

Jack Highberger, staff announcer at WKZO-TV Kalamazoo, Mich., appointed promotion manager of KARD-TV Wichita, Kan.

Jack Sherry, WKY-TV Oklahoma City operations manager, named station promotion manager.

Robert W. Bray, WKNB-TV New Britain, Conn., program director, named program manager.

Ben G. Oman Jr., previously WTAG Worcester, Mass., day news editor, returns to WTAG as director of sales promotion.

Carol A. Johnson, Farnsworth Electronics Co., to WOWO Fort Wayne, Ind., as publicity director. **Margaret A. Mattes,** continuity-production departments at WKJG-TV Fort Wayne, to continuity department of WOWO.

John Burt, theatrical publicist, to WPAT Paterson, N. J., as publicity-promotion director.

Palmer Payne, announcer, WFEA Manchester, N. H., appointed program director succeeding **Al Rock,** resigned. **Chris Nikitas,** WEIM Fitchburg, Mass., named news director for WFEA.

Bob Voss, KGNB New Braunfels, Tex., to KHMO Hannibal, Mo., as news director. He succeeds **Bob Dixson,** resigned to enter service.

Lutz Winkler, film director at KOMU-TV Columbia, Mo., to KSBW-TV Salinas, Calif., in similar capacity. **Ralph Castberg,** formerly with KNGS Hanford, Calif., and **Glenn Edwards** from KIVA-TV Yuma, Ariz., to KSBW-TV announcing staff.

Mrs. Waldo Latham Norris appointed social and civic affairs director for WMBR-TV Jacksonville, Fla.

John Crocker, formerly sales manager of WTVP-TV Decatur, Ill., to WCKT (TV) Miami sales staff.

John J. Larish, Shaker Heights Auto Sales, Cleveland, to KYW-TV, same city, sales staff.

Dick Ross, Peoples Natural Gas Co., Pittsburgh, joins KQV, same city, sales staff.

John S. Ettelson, announcing-sales staff of KPTV (TV) Portland, Ore., to KGW-TV, same city, sales staff. **Larry Caramella,** KXL, announcer to KGW-TV as operational crew chief, and **Konnie G. Worth,** KGW, named co-host of KGW-TV's *Telerama.*

Bill Beals, KABC Los Angeles, sales department, to KFI, same city, in similar capacity.

Kenneth E. McKorkle to KMAU (TV) Wailuku, Hawaii, satellite of KGMB-TV Honolulu, as transmitter technician.

Rudy Ruzicka, engineer, KXOK St. Louis, father of girl, Karen Marie, Nov. 24.

now **WOLF** *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, Jan.-April, 1956 (Latest complete) 8 am—10:30 pm, Monday thru Saturday, Sunday Daytime, 10 am—6 pm

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	9.8	24.1	14.5	10.5	29.5	19.6

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

TOTAL RATED TIME PERIODS	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
	34.5	14.9	16.6	11.2	35.2	21.5

FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . .

SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY

WVET
RADIO

Is Breaking Records in Rochester!

We're really breaking records—our library has been cleared of nerve racking, hard to take music and now WVET features "Melody Fidelity," good music for listening pleasure. The kind of music adults will remember and enjoy morning, noon and night. It's not crew cut or long hair, but just good enjoyable music that Rochester wants. News, too, is breaking all listening records for WVET's complete up-to-the-minute world-wide and local news coverage is aired every hour on the hour. Both news and music are presented by WVET personalities who are long-time favorites in Rochester. Your clients can break sales records with WVET radio.

Featuring

★ MELODY FIDELITY
Good music for listening pleasure

★ EVERY HOUR NEWS COVERAGE
World-wide and local news coverage every hour on the hour.

5000 WATTS
1280 KC

WVET
ROCHESTER, N.Y.

MUSIC
NEWS
ABC

Represented Nationally by
THE BOLLING COMPANY

TOP SYLVANIA AWARDS TO CBS, NBC

- **Best tv play honors shared by 'Requiem,' 'Night'**
- **Networks get both praise, criticism from judges**

PRAISE and criticism for the tv networks were coupled in the presentation at a dinner Thursday in New York of Sylvania Television Awards to 29 winning programs and performers.

Two tv plays, "Requiem for a Heavyweight" (*Playhouse 90* on CBS-TV) and "A Night to Remember" (*Kraft Television Theatre* on NBC-TV), shared honors as the "outstanding" tv plays; "Requiem" as an original and "A Night" as an adaptation.

NBC President Robert Sarnoff was honored for "an outstanding contribution to music on television," based on NBC's presentations of the musical, "The Bachelor" and *Opera Theatre*. More than 400 persons in tv, motion pictures and on the stage attended the awards ceremonies at the Hotel Plaza. Don Ameche was master of ceremonies, and speakers included Don Mitchell, chairman and president, Sylvania Electric Products, and Deems Taylor, chairman of the judges committee.

The mixed commendation and condemnation came from the awards judges who praised the networks for their coverage of the national political conventions last summer but criticized them for "inadequate attention" given to United Nations discussions on the Middle East fighting and the Hungarian crisis.

Awards by category:

Outstanding original teleplay—"Requiem for a Heavyweight" (CBS-TV, *Playhouse 90*).

Outstanding television adaption—"A Night to Remember" (NBC-TV, *Kraft Television Theatre*).

Outstanding performance by an actor—Jack Palance in "Requiem."

Outstanding performance by an actress—Gracie Fields in "Old Lady Shows Her Medals" (CBS-TV, *U. S. Steel Hour*).

Outstanding performance by a supporting actor—Ed Wynn in "Requiem."

Outstanding performance by a supporting actress—Joan Loring in *The Corn is Green* (NBC-TV, Hallmark series).

Outstanding comedy show—*Ernie Kovacs Show* (NBC-TV).

Outstanding production—"A Night to Remember."

Outstanding television adaption—"A Night to Remember."

Special award, for outstanding contribution to music on television—Robert Sarnoff, NBC president.

Outstanding serious musical series—*NBC Opera Theatre*.

Outstanding light musical production—"The Bachelor" (NBC-TV).

Special award, for political convention coverage—ABC.

Outstanding new series—*Kaiser Aluminum Hour* (NBC-TV).

Outstanding dramatic series—*Kraft Television Theatre* (NBC-TV).

Outstanding variety show—*Ed Sullivan Show* (CBS-TV).

Outstanding documentary—*Project XX* (NBC-TV).

Outstanding human interest program—"The Long Way Home" (NBC-TV, *Robert Montgomery Presents*).

Outstanding network educational series—*Omnibus* (ABC-TV).

Outstanding local educational program—*Journey*, KNXT (TV) Los Angeles. A special citation was voted to WKNO (TV) Memphis for *Streamlined Reading*.

Outstanding network public service program—*Out of Darkness* (CBS-TV).

Outstanding local public service—to WPIX (TV), New York for its United Nations coverage over many hours during crucial UN debate on the Middle East. Special citations were voted in this category to WAAM (TV) Baltimore for *Desegregation—Baltimore Report;* to WTVJ (TV) Miami for *Bumper to Bumper*, a traffic study, and to WBRC-TV Birmingham for *The Third Side*, the effect of a strike on a community.

Outstanding network news and special events—*See It Now* (CBS-TV).

Outstanding local news and special events—*Deadline*, KOMO-TV Seattle. A special citation to WPIX (TV) New York for its coverage of the *Andrea Doria* sinking.

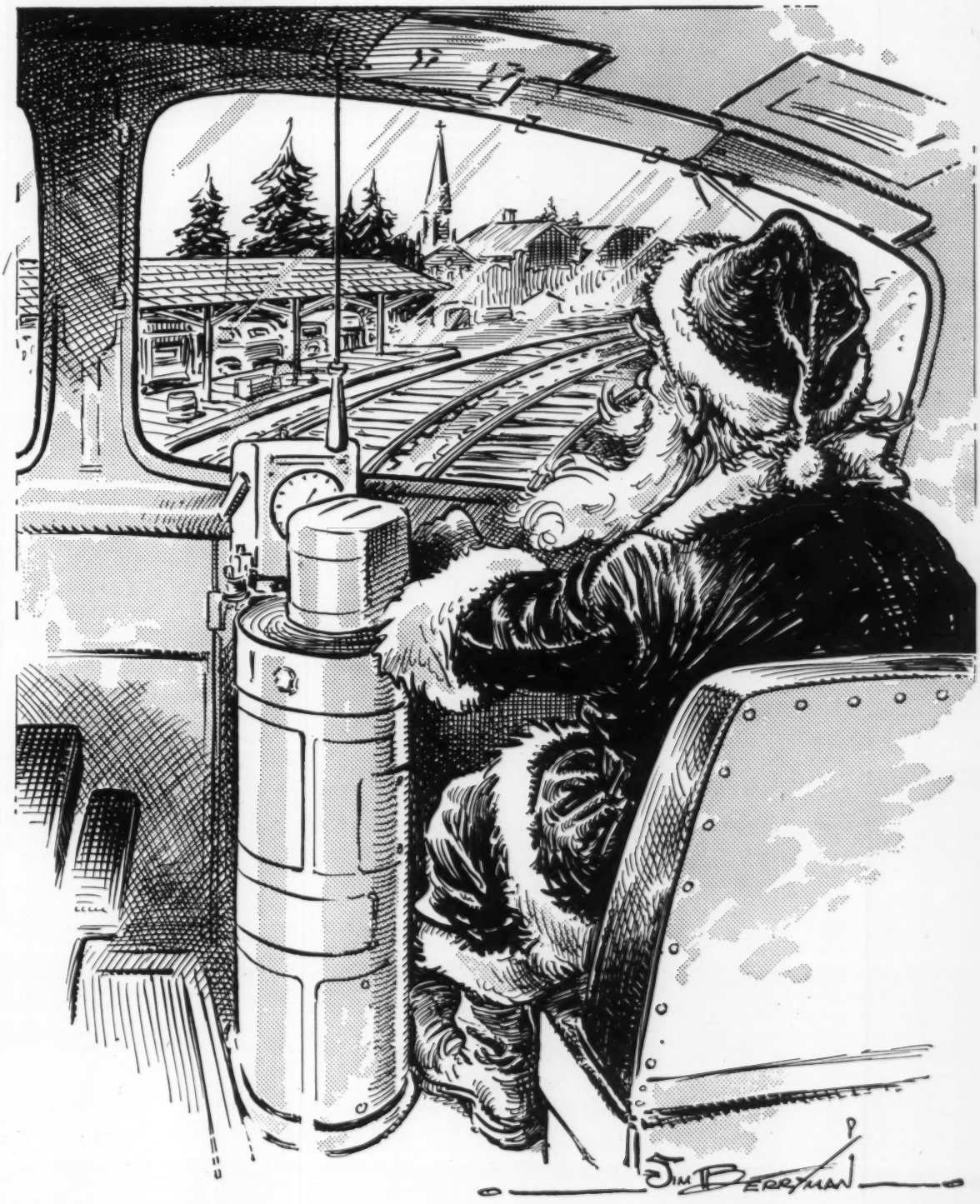
Outstanding network children's program—*Captain Kangaroo* (CBS-TV).

Outstanding local children's program—*Big Brother Bob Emery*, WBZ-TV Boston. Citation to KTRK-TV Houston for *Phenomena*, a study of nature's wonders.

Outstanding network women's show—*Matinee Theatre* (NBC-TV).

NORMA GILCHRIST, KTTV (TV) Los Angeles personality, receives the 1956 Grocery Manufacturers of America Inc.'s "Life Line of America" award from GMA President Paul S. Willis in New York. She was honored with a silver replica of the London Bowl for her series on the Pacific Coast tuna fishing and canning industry. KTTV General Manager Richard A. Moore received a bronze citation for his participation as management. Julie Benell, WFAA-TV Dallas, Irene Lindgen, WFBM-TV Indianapolis, and Clara Home, KELO-TV Sioux Falls, S. D., were awarded certificates of honor.

SANTA'S SUREST WAY



for the ASSOCIATION OF AMERICAN RAILROADS

MACON'S BOOMING . . .
AND WMAZ & WMAZ-TV
COVER IT MOST
EFFECTIVELY!

388 million retail dollars spent last year in Middle Georgia. Population up 100% in last decade. New industries, rich farms. Capital of this thriving market — Macon, home of WMAZ and WMAZ-TV.

Remember, Atlanta only knocks at the door . . . gives only fringe coverage. WMAZ and WMAZ-TV take you inside, deliver the whole booming market. To move merchandise, sell Middle Georgia. To sell Middle Georgia, you *must* use . . .

WMAZ
10,000 watts — 940 Kc — CBS
Member: Georgia Big 5
WMAZ-TV
Channel 13 — CBS-ABC-NBC

Represented Nationally by
AVERY-KNODEL
INCORPORATED

Edison Awards Made; Lack of Science Hit

SCARCITY of science programs on radio and television networks was stressed by speakers at the annual dinner of the Thomas Alva Edison Foundation Inc. in New York last week, during which 1956 Edison Foundation National Media Awards were presented for television, radio and films.

George E. Probst, executive director of the foundation, announced that no award was made this year for "The Best Science Television Program for Youth" because the Television Committee on Recommendations, "alarmed at the scarcity of network tv science programs, recommended that more would be accomplished for *encouraging* science materials on television by not giving an award this year *but* by calling national attention to the dearth of science programming on tv instead."

Similarly, Dr. Joseph W. Barker, trustee of the foundation, told the group that the foundation's Radio Committee on Recommendations had asked him to make a public statement about the "virtual absence" of science material on radio today and to urge radio networks to "remedy this situation because of the need to increase sharply the number of young Americans seeking careers in the sciences and engineering."

The awards in television were made to NBC-TV's *Wide Wide World* as "The Television Program Best Portraying America"; ABC-TV's *Disneyland* as "The Best Children's Television Program"; KRON-TV San Francisco as "The Television Station that Best Served Youth," with specific references to the station's *Science In Action* and *Explorers of Tomorrow* series.

Radio Winners Named

The awards in radio were presented to the *CBS Radio Workshop* as "The Radio Program Best Portraying America"; ABC Radio's *No School Today* as "The Best Children's Radio Program" and CBS Radio's *Adventure In Science* as "The Best Science Radio Program For Youth." WOWO Fort Wayne was named "The Radio Station That Best Served Youth" in 1956. A special citation was made to New York-owned WNYC for its recently-established *Annual Science Seminar*.

In addition to scrolls, the awards to KRON-TV and WOWO each carried an Edison Scholarship of $1,000 to be presented to a high school senior in each of the communities for use toward his college education.

Stauber Wins WWDC Contest, Free Trip to Inauguration

WILLIAM E. STAUBER, radio timebuyer for the Harvey-Massengale advertising agency, Durham, N. C., has been declared winner of the WWDC Washington "Name the Animals" contest. Mr. Stauber christened the Democratic donkey and the Republican elephant "Patience" and "Prudence." Mr. Stauber and his wife will receive an all-expense paid trip to Washington for the President's Inauguration (Jan. 19-21, 1957).

The six runners-up will be consoled by Emerson transistor pocket radios. They are James D. Curran, timebuyer, Ted Bates & Co., New York.; Joe Awad, timebuyer, Dave Herman Assoc., Washington; Jean L. Simpson, timebuyer, Doyle, Dane, Bernbach, New York; Philip Archer, chief timebuyer, Campbell-Mithun, Minneapolis; Lucian Chimene, timebuyer, J. Walter Thompson, New York, and Don Heller, timebuyer, Al Paul Lefton Co., New York.

MR. STAUBER

Husing to Receive SBA Award

SPORTS Broadcasters Assn. announced last week that veteran sportcaster Ted Husing has been selected to receive the association's annual Graham McNamee Memorial Award. Presentation of the award to Mr. Husing, a sportscaster for 30 years and a founder of the association, will be made at SBA's annual dinner on Jan. 31 at the Hotel Roosevelt in New York.

AWARD SHORTS

NBC *Matinee Theatre* was presented certificate of recognition by L. A. local of AFTRA for its achievements and for "breaking all employment records in tv history during the past year."

Narragansett Brewing Co., Cranston, R. I., received citation from Boston City Council for its "dramatization of true nature and menace of Communism" through its three-year sponsorship of *I Led Three Lives*.

Louise C. Carlson, general manager of WJBW New Orleans, received bronze trophy for "meritorious service" from City of Hope local charity project.

ABC-TV's *Medical Horizons* (Sunday, 4:30-5 p.m. EST) and its sponsor, Ciba Pharmaceutical Co., Summit, N. J., cited in Seattle by American Medical Assn., for having given "the American public new insight into the work and achievement of the American doctor."

WDAS Philadelphia cited by Armstrong Assn. (Negro service organization), same city, for "its many activities on behalf of Phila. Negro community."

Johnnie Linn, KGNC-TV Amarillo, Tex., awarded certificate making him honorary Air Force recruiter. He is credited with increasing number of enlistments through his program, *Double Trouble*.

Agnes Law, CBS librarian for nearly 30 years, honored at special luncheon of New York chapter of Women in Radio & Television.

John Highlander, assistant program manager, KPIX (TV) San Francisco, received Northern California Industrial Safety Society's 1956 Oscar Award for "outstanding contributions to accident prevention in Bay Area."

Now...Improved VIDICONS

RCA-6326
*and RCA-6326-A**

**New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA, Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA

Tube Division Harrison, N. J.

STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where— say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

NBC ACTS TO EXPEDITE DELIVERY OF AMPEX VIDEO TAPE RECORDERS

CLOSE on the heels of CBS-TV's test use of its new Ampex video tape recorder for west coast rebroadcasting of the *Doug Edwards News* [CLOSED CIRCUIT, Dec. 3], NBC-TV last week bent every effort to get into operation with the three Ampex machines it also has bought but yet has to receive. Meanwhile, NBC Hollywood engineers and network executives were close by their tv sets each evening to monitor the CBS tape show and on Thursday admitted, "It looks pretty good."

Tom Sarnoff, director of production and business affairs for NBC Western Division, told B•T that engineer Jack Kennedy was going to the Ampex factory in Redwood City, Calif., Friday to expedite delivery of the three Ampex machines and expressed the hope they could be pressed into network delayed broadcast service by the first of the year, possibly sooner. Two of the machines will be retained at NBC Hollywood and the third will be sent to New York.

Mr. Kennedy explained that if the machines were ready they might be shipped over the weekend and he hoped to have them in Hollywood by tomorrow (Tuesday) at least. He said it is more important, however, for the Ampex engineers to be confident that the units are ready to go and he would be willing to sacrifice several days' delivery to assure proper factory check-out.

CBS-TV reported last week that Doug Edwards' show was "the first use of magnetic tape for rebroadcast of a regularly scheduled television program." The Edwards show, which originates in New York, was received and recorded on tape at the network's Television City in Hollywood and then fed to west coast affiliates of the Columbia Television Pacific network.

Timetable Not Yet Set

A spokesman reported that no timetable for programs to be rebroadcast has been set as yet, with technicians at first acquiring a working knowledge of equipment. The path to be followed during the "break in" period most likely will be graduation from quarter-hour to half-hour shows and eventually to one-hour shows. Current plan is to build up to the rebroadcast-via-tape of two shows each evening. CBS-TV broadcasts from East to West, facing the time zone delay, about 18-20 hours weekly. Television City has two Ampex magnetic recording and playback machines installed.

West coast television engineers watching the Doug Edwards tapes last week noted on Monday that about five minutes of the program was marked by fine white lines due to "tape dropout," but that the condition was less noticeable Tuesday and almost eliminated on the Wednesday show. These fine white tracings were noted by a non-technical observer on the secret test Nov. 30 for the first minute of the program but otherwise the picture quality was far superior to normal film kinescope and to other observers appeared to be as natural as a live, local origination on that particular receiver.

Last week's "tape-casts" were described by engineers to have the quality of the best 35 mm film programs now turned out by top Hollywood producers for network use and in addition had advantages over 35 mm film quality. They explained the contrast range of the tape is far superior to film and very much like tv in that the tape reproduces well the full range from black through the greys to white without the bloom and flare often found in even the finer films.

Tape dropout is caused by the texture of the magnetic material on the tape base, they explained, and is aggravated when the material is not evenly flowed onto the base at the manufacturing level. They reported that Minnesota Mining & Manufacturing, supplier of the video tape, has been giving particular attention to this problem and is said to be considering not selling the tape to broadcasters until each reel has been pre-run with program material and found clear.

CBS was the first network to order the Ampex Video Tape Recorder at the time of the NARTB convention last spring and hence was first to receive delivery. NBC came next on the list. It was learned by B•T last week that CBS Hollywood received its Ampex unit four weeks ago but the engineers had considerable difficulty bringing it up to broadcast performance, requiring Ampex technicians to make frequent trips to CBS Television City in Hollywood from the factory.

Meanwhile, NBC representatives last week predicted that black-and-white tape recording will do away with film kinescopes for west coast playback within another year and estimated that RCA's own color tape recorder development will be perfected and make obsolete the network's lenticular film development within another two or three years.

These estimates were disclosed at a meeting of the Academy of Television Arts & Sciences at NBC's Color City in Burbank (see following story).

NBC Coast Color Plans Outlined for ATAS Tour

"FIFTY-FOUR per cent of NBC-TV's total color programming is done from the West Coast, which is pretty good for a branch office," Tom Sarnoff, director of production and business affairs for NBC's west coast operations, last week told more than 600 members of the Academy of Television Arts & Sciences in an orientation program, entitled "Color is Here to Stay" at the network's color center at Burbank.

The ATAS members toured the NBC color facilities and heard a panel of NBC executives detail the progress of color television on the American scene. Mr. Sarnoff

outlined NBC's west coast color plans as follows:

1. The master plan for enlarging the color facilities in NBC's Burbank Color City calls eventually for 14 complete studios. There presently are four studios in operation.

2. Special color tv recording techniques will not obsolete color film as we know it today for many years.

3. Existing color tape techniques are not ready for use in filming productions as of today, but eventually these techniques will be used for pre-recording "live" color shows.

Jack Kennedy, liaison engineer for NBC's Pacific Coast Div., spoke on the lenticular system of recording color programs. He indicated that the present lenticular system would be obsolete in from two to three years with the perfection of a new RCA color tape process. Current work on black-and-white video tape will do away with existing black-and-white kinescope recording within a year, he stated.

Tom McCray, NBC vice president and general manager of o&o KRCA (TV) Los Angeles, said that his station would convert in part to color after the first of the year. KRCA plans call for two color cameras and one film chain at an estimated cost of over $400,000. He further outlined the gradual conversion of all NBC owned and operated stations to color.

Ole Morby Appointed MBS' Business Mgr.

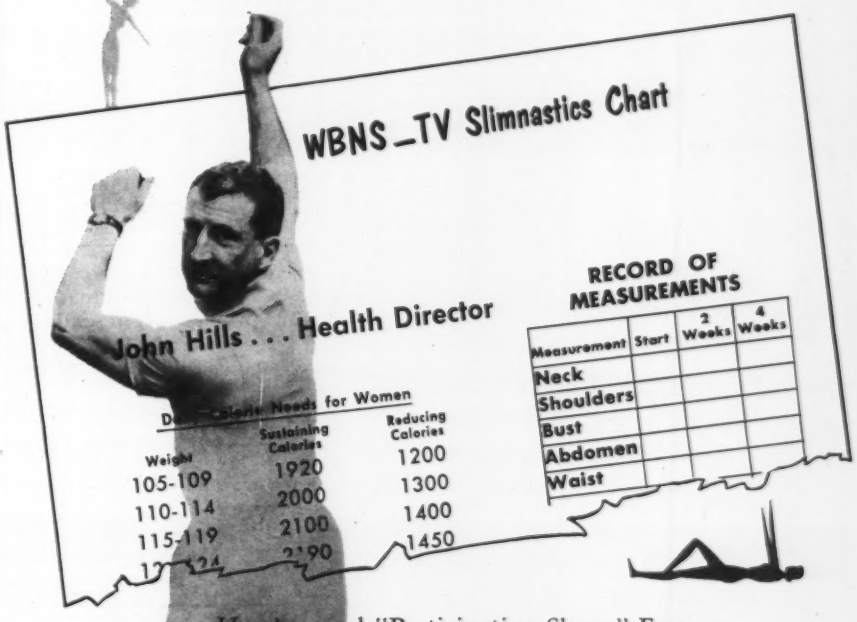
APPOINTMENT of Ole G. Morby, manager of station relations for CBS Radio, to the newly-created post of business manager of Mutual, effective today (Monday) was to be announced last Saturday by John B. Poor, MBS president.

The creation of the post was said to stem from the integration plans recently instituted by RKO Teleradio Pictures, under which the various divisions of the company (including MBS) will participate in merchandising - exploitation - promotional efforts for their mutual benefit. As business manager, Mr. Morby will be responsible for the coordination of station clearances and of merchandising and promotional campaigns and also will serve as sales liaison between Mutual's affiliates and the parent company's sales organization, RKO Teleradio Pictures Inc.

MR. MORBY

Mr. Morby had served CBS for 14 years, holding such posts as station relations director for the western division, national sales manager for the network-owned KNX Los Angeles and manager of Spot Sales for the San Francisco and northwest areas. Earlier he had been with the San Francisco office of McCann-Erickson in various research and media posts and as assistant to the general manager.

18,000 PARTICIPANTS



Here's a real "Participation Show." Every weekday, 9:45-10 a.m. Mid-Ohio homemakers really participate when John Hills' "Slimnastics" takes over the WBNS-TV audience. Specifically more than 18,000 women viewers are already using "Slimnastics Charts" every day, and the requests keep pouring in. "Slimnastics" is based on the belief that everyone is interested in looking better, feeling better, and performing life's tasks more efficiently with less fatigue. Audience response has proved Health Director John Hills' belief more than correct.

The tremendous popularity of his "Slimnastics" Show has made John Hills the No. 1 health counsellor in Mid-Ohio, and keeps him busy filling personal appearance requests throughout the area.

Check your Blair TV man now for "Slimnastics" participation availabilities.

CBS TELEVISION

WBNS-TV

channel 10 • columbus, ohio

CBS-TV Network . . . Affiliated with Columbus Dispatch . . . General Sales Office: 33 N. High St.

REPRESENTED BY BLAIR TV

George Crandall Resigns CBS Radio Press Post

GEORGE CRANDALL, director of press information for CBS Radio, has resigned, effective at the end of the year, after 17 years with the CBS organization.

He was director of press for CBS from Nov. 30, 1942—the title originally was publicity director—until CBS split up its radio and television operations some five years ago, when he became director of press information for CBS Radio.

Mr. Crandall joined CBS in 1939 after service primarily in the music business but also including a period as manager of WIBX Utica, N. Y. His first assignment was to take the New York Philharmonic on tour. In all, he spent the first three and a half years of his tenure "on the road" for CBS, rising to assistant director of publicity two years before he was named director.

He declined to discuss future plans at the present time. His successor has not been selected.

'Playhouse 90' Now SRO

CBS-TV's prestige dramatic series, *Playhouse 90* (Thursdays, 9:30-11 p.m. EST) became sold out last week with Philip Morris Inc. sponsorship of 10-10:30 p.m. segment for Marlboro cigarettes, which had been indicated earlier [B•T, Nov. 12]. Leo Burnett is the agency. Other *Playhouse* sponsors are American Gas Assn., through Lennen & Newell; Ronson Corp., through Norman, Craig & Kummel; Singer Sewing Machine Co., via Young & Rubicam, and Bristol-Myers, through BBDO.

SALESMEN TAKE BOW

A SALUTE to salesmen will be the theme of the Dec. 13 broadcast of Don McNeill's *Breakfast Club* on ABC Radio. Mr. McNeill invited "all" ABC Radio Network salesmen to come to Chicago as honored guests on the program. He noted that the program has many regular listeners who are salesmen by occupation—and thus, ABC salesmen "will be the representatives of all salesmen everywhere." Don Durgin, vice president in charge of ABC Radio, observed that ABC Radio, agencies and advertisers also "salute you [Mr. McNeill] as an outstanding salesman, broadcaster and friend."

ABC Radio Reports Signing Pacts Totaling $2.5 Million

SIGNING of three additional year-long contracts by advertisers on ABC Radio is being announced today (Monday) by George Comtois, national sales manager of ABC Radio. He reported that five such 52-week pacts have been signed by the network in the past four days, totaling more than $2.5 million in business for 1957.

Advertisers renewing sponsorship for 1957 of Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) are Bristol-Myers Co. (Bufferin), New York, through Young & Rubicam, New York, for the Monday and Friday, 9:40-9:45 a.m. EST portions and the Wednesday, 9:35-9:40 a.m. period, and General Foods Corp. (Calumet Baking powder), White Plains, N. Y., for the Tuesday, 9:25-9:30 a.m. segment.

The third 52-week contract renewal was signed by the Assemblies of God, Springfield, Mo., for *Revival Time* (Sun., 10:30-11 p.m. EST). The agency is Walter F. Bennett & Co., Chicago.

Other recent signers of 52-week contracts on ABC Radio have been the Allstate Insurance Co. and Dow Chemical Co.

NBC To Cover 'Roses' Parade In Black-and-White and Color

TELEVISION coverage of the 68th Tournament of Roses parade in Pasadena, Calif., will be presented by NBC-TV for the sixth consecutive year on Jan. 1, it was announced last Thursday by Alan W. Livingston, vice president in charge of television network programs for NBC's Pacific division. Minute Maid Corp. through Ted Bates & Co. and Florists' Telegraph Delivery Assoc. through Grant Adv. will sponsor the two-hour show.

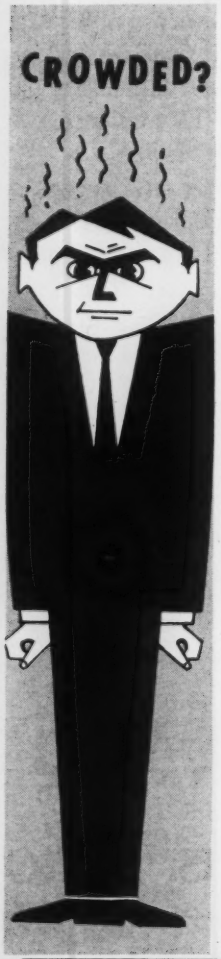
During the early minutes of the telecast, Jimmy Wallington, veteran Rose Parade announcer, will interview celebrities and parade personnel in the formation area on Pasadena's Orange Grove Ave. This portion of the program, a new feature of parade coverage, will be seen in black-and-white only. When the parade reaches Colorado Street, Anne Jeffreys and Robert Sterling will handle the commentary and the network will begin telecasting in both black-and-white and color.

NBC has assigned technical coverage of the event to two parade-wise production experts. William Kayden will produce the program and William Bennington will direct, marking their fifth year as a team at Pasadena. Mr. Kayden will direct four color cameras for the parade, linked to NBC's mobile color units (two 20-ton trucks). For spot interviews with celebrities, Mr. Kayden will use the ultra-portable "creepie peepie" tv camera used to give viewers intimate glances at floor activities during the recent political conventions.

CBS-TV Slates Three Hours For Yearend News Programs

A THREE-HOUR block of time will be devoted on Dec. 30 by CBS-TV to a special review of the year's most important news events and science stories.

The Sunday afternoon yearend programming plan was announced Wednesday by Sig Mickelson, CBS vice president in charge of news and public affairs. Each show will be an hour long and titled separately: *The New Frontier* (3-4 p.m.), *The Big News of '56* (4-5 p.m.) and *Years of Crisis: 1956* (5-6 p.m.) *Years of Crisis* has been an annual CBS yearend event for the past seven years.



Tired of being shoved around by the big fellas?

Then let WPFH's 316,000 watts carry your sales messages to the 5,640,208 prosperous, eager-to-buy consumers in Channel 12's market area—coverage that includes such lucrative markets as Philadelphia, Wilmington, Allentown, Trenton and Atlantic City! Your sales story will be pitched to 1,644,948 families with a combined buying income of $9,836,277,000! You'll get the dynamic impact of top level results at a local level.

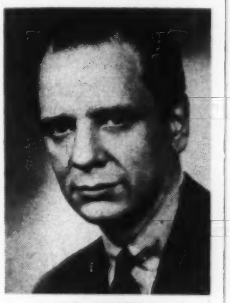
We're represented by Paul H. Raymer Co., Inc. If you're tired of being lost in the crowd, call them to get the full story on WPFH. You'll be glad you did.

SERVING GREATER DELAWARE VALLEY

Paul Kesten Dies After Long Illness

PRIVATE funeral services for Paul W. Kesten, 58, radio-tv pioneer and former executive vice president and vice chairman of the board of directors of CBS, was held in great Barrington, Mass., last week. Mr. Kesten died Tuesday in Great Barrington after a long illness.

He joined CBS in 1930 as director of sales promotion and was elected a vice president in 1934. In 1937 he became a member of the CBS board and in 1942, he was advanced to CBS vice president and general manager. In October 1943 Mr. Kesten was elected executive vice president of CBS and in January 1946 was appointed vice chairman of the company's board of directors. He resigned from CBS because of ill health in August 1946, continuing with the network as a consultant until his death.



MR. KESTEN

During World War II, Mr. Kesten was a co-founder and director of the War Advertising Council, which later became the Advertising Council. From 1942-44 he was a director of the National Assn. of Broadcasters. Mr. Kesten also was chairman of the executive committee of Cinerama Productions from 1952 to 1954 and until his death was a director of Cinerama Inc. and of the Free Europe Committee Inc.

Mr. Kesten was credited with having played a large part in the early growth of radio and, subsequently, in the development of tv. He was an active participant in the original development and introduction of the first major system of color tv, according to a CBS spokesman. Mr. Kesten also is credited with having brought Dr. Peter Goldmark, now CBS Labs president, into the Columbia organization.

Before joining CBS, Mr. Kesten had been in advertising in Chicago and Milwaukee.

He is survived by his wife, Mrs. Joanne Kendall Gardner Kesten of New York.

KARD-TV to Become NBC Basic

KARD-TV Wichita, Kan., will become a basic must buy affiliate of NBC-TV on Jan. 1, 1957, according to William J. Moyer, executive vice president and general manager of the station. The ch. 3 outlet has recently completed a new $1 million physical plant equipped for live color casting and color film processing. KARD-TV initially affiliated with NBC-TV last spring.

'Tonight' Plans Format Change With Departure of Steve Allen

A CHANGE in the format of NBC-TV's *Tonight* show is planned for mid-January. This will be in line with Steve Allen's leaving the show in which he has starred for the past two years. Mr. Allen will devote his

WAVE
and
WAVE-TV
Salute
NBC
On 30 Years of Service to the Public
May this record be a continuing means of preserving freedom of the air-waves.
WAVE 970 KC WAVE-TV CHANNEL 3
LOUISVILLE, KY.

GATES
Hi-Watter
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

time to his Sunday night show on the network.

On the planning board is a format featuring three newspaper columnists. From the origination points of New York, Chicago and Hollywood, the columnists will report on theatrical events, movie premieres, night club openings and spot news developments. The program is on a Mon.-Fri. schedule, beginning at 11:30 p.m., and seen for 90 minutes or 60 minutes, depending on the area in which it is carried.

KGW to Join ABC Radio

AFFILIATION of KGW Portland, Ore., with ABC Radio effective Dec. 17 was announced Thursday by Edward J. DeGray. KGW-TV's affiliation with ABC-TV that same day had been announced earlier this year. Both stations are owned by the Pioneer Broadcasting Co. of which King Broadcasting Co. (KING-AM-TV Seattle, also ABC affiliates) is majority owner. Gordon W. Orput is president of the stations; A. Scott Bullitt is executive vice president, and John E. Eichorn is KGW's station manager.

NETWORK PEOPLE

Roland Van Nostrand, sales account executive, Esquire Inc., N. Y., to ABC-TV as account executive, succeeding **Ed Bleier,** resigned.

John Derr, formerly CBS director of sports and currently freelance sportscaster, father of girl, Marguerite, Nov. 18.

GE Expects to Pass RCA in Tv Unit Sales

GENERAL ELECTRIC Co.'s aggressive sales climb in the tv receiver business this year was underscored last week by Philip D. Reed, GE's board chairman.

In a news conference in Chicago last week, Mr. Reed, who was on a field trip, confirmed that GE expects this year to top RCA as the leader in unit sales of tv sets (but not in dollar volume).

RCA, which has led the industry in unit and dollar sales in tv receivers since sets have been mass produced, maintained a discreet silence on Mr. Reed's claim.

RCA, however, privately concedes GE have moved up this year. But it still thinks it holds the leadership in unit sales. RCA realized about a $1.04 billion volume in the electronics field last year and expects to be over that mark this year.

General Electric's tv set line includes portables of 9-inch, 14-inch and 17-inch screen size; 21-inch table models and consoles and 24-inch consoles. In color, GE has a line of 21-inch tables and consoles. Much of the impetus to GE's sales has come from its portables.

GE's spurt in sales has been measured by company sources as being tremendous since 1952. Actual percentages vary, some spokesmen placing the industry unit volume increase since that year at 17%, with GE's at 135%, while GE sales officials reportedly have been telling store executives of a 192% rise compared to an industry-wide 13% increase.

At the news conference, Mr. Reed made no claim as to increases over past years.

17% Greater Contrast Shown In New Westinghouse Tube Gun

WESTINGHOUSE ELECTRIC Corp. has developed a new tv picture tube gun which it claims has a 17% improvement in contrast over conventional black-and-white.

According to R. T. Orth, vice president and general manager of Westinghouse's electronic tube division at Elmira, N. Y., the new development—called "low G2 gun"—permits designers to use grid 2 voltages of about 110 volts, instead of the normal 300 volts now required, with "no additional complications to set design." The new development will not increase the tube's cost and should be in production sometime after the first of the year, according to Mr. Orth. Westinghouse intends to incorporate the design in 14-in., 17-in. and 21-in. screen sizes.

Sylvania to Unveil 1957 Models

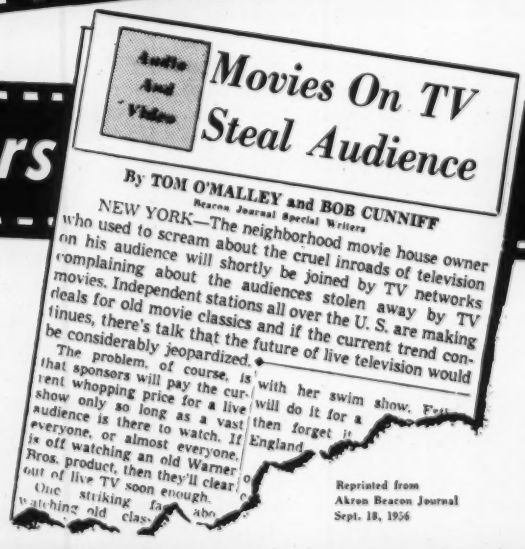
THE radio and television division of Sylvania Electric Products Inc. will hold two distributor meetings during December to introduce the company's new radio, television and high fidelity models. The first meetings will be held this Thursday and Friday in Phoenix with the second sessions Dec. 17-18 in Miami Beach.

Movies on TV Steal Audience...

only WAKR-TV HAS THEM IN

Prime Viewing Hours

IN THE LARGE AKRON AREA


Radio And Video

Movies On TV Steal Audience

By TOM O'MALLEY and BOB CUNNIFF
Beacon Journal Special Writers

NEW YORK—The neighborhood movie house owner who used to scream about the cruel inroads of television on his audience will shortly be joined by TV networks complaining about the audiences stolen away by TV movies. Independent stations all over the U. S. are making deals for old movie classics and if the current trend continues, there's talk that the future of live television would be considerably jeopardized.

The problem, of course, is that sponsors will pay the current whopping price for a live show only so long as a vast audience is there to watch. If everyone, or almost everyone, is off watching an old Warner Bros. product, then they'll clear out of live TV soon enough.

One striking fa... watching old clas... abo... with her swim show. Fe... will do it for a ... then forget it ... England.

Reprinted from Akron Beacon Journal Sept. 18, 1956

WAKR-TV is the only station received in the Akron Area that carries a regular daily schedule of GOOD MOVIES. The new Selznick, 20th Century Fox and Columbia pictures are widely viewed during class A time!

PARTICIPATION AT BARGAIN PRICES with the WAKR-TV "49" SATURATION PLAN

in excess of 100,000 homes now receive WAKR-TV*

*Videodex Sept. 1956

WAKR-TV • WAKR-RADIO

RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

Closed Circuit Servicing Plan Announced by General Electric

THE $6 MILLION closed-circuit tv industry, which by the end of 1966 is expected to be a $75 million industry, according to General Electric Co., will soon have its own nation-wide service force. That's the word from Frank P. Barnes, General Electric Co. manager of marketing for industrial television, who announced last Monday that his firm will fill the need for "a network of experts trained for immediate, on-the-spot service."

According to Mr. Barnes' plans, the servicemen—some 300 of them—will be GE-trained, but will be employed by independent service stations. They will fill warranties on GE equipment, will maintain a preventive maintenance program, and in many cases, will make initial installations.

General Electric manufactures both black-and-white and color closed circuit tv systems known as Intratel which run from $3,500 (b&w) to $25,000 (color).

GE Sets up New Department For Communication Products

ESTABLISHMENT of a new electric communication products department "to meet the demands of a constantly expanding communications market" has been announced by the General Electric Co. The new department will absorb functions previously handled by GE's communication equipment section, and will produce mobile radios, microwave relay radio equipment, radio traffic coordination units, power link carrier and terminal equipment and other communication systems.

Harrison Van Aken Jr., former head of the communication equipment section, will be general manager of the new department, reporting to Harold A. Strickland Jr., general manager of GE's Industrial Electronics Div., Electronics Park, Syracuse, N. Y.

MANUFACTURING PEOPLE

Hal Dietz, vice president-sales, Emerson Radio & Phonograph Corp., promoted to vice president in charge of both marketing and sales. **Edward Kantrowitz,** former assistant to vice president for marketing, appointed advertising and sales promotion director.

Jack M. Ferren, Zenith Radio Corp., Chicago, industrial relations, named vice president.

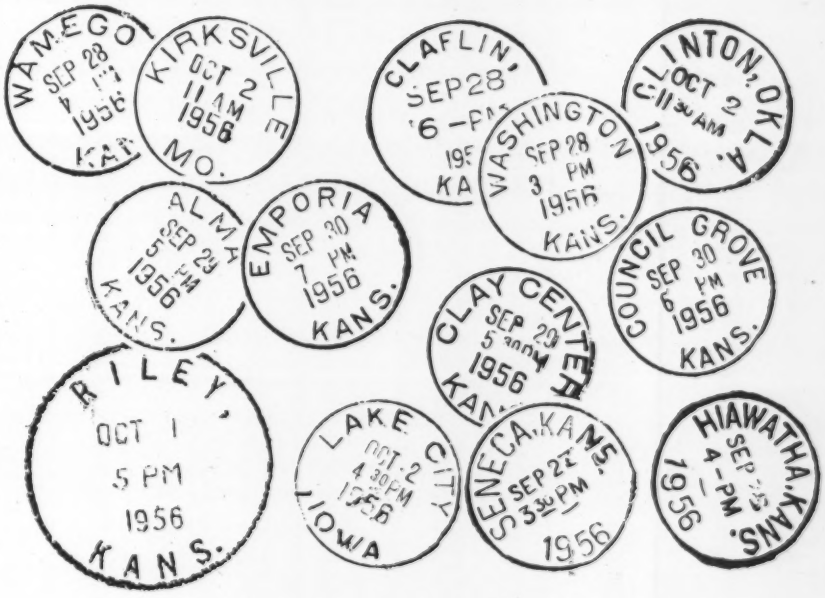
Stanley Paige, formerly general manager of electronic distributor in Midwest, to Audic Div. of Ampex Corp., Redwood City, Calif., as Great Lakes district manager.

Delmah F. Ore, General Instrument Corp., Newark, N. J., to CBS-Hytron, Danvers, Mass., as sales coordinator for semiconductors.

Meyer Leifer, engineering manager of Sylvania's Electronic Defense Lab., named assistant director.

Henry Hirsch, formerly in executive development program, BBDO, N. Y., joins Electronic Product Sales Dept. of Sylvania Electric Products Inc., N. Y., and will be responsible for assisting in all pricing and administrative functions in department.

8,079 FARMERS
wrote to WIBW in one week


WAMEGO SEP 28 1956 KAN.
KIRKSVILLE OCT 2 11 AM 1956 MO.
CLAFLIN SEP 28 6 PM 1956 KA
WASHINGTON SEP 28 3 PM 1956 KANS.
CLINTON, OKLA. OCT 2 1956
ALMA SEP 29 1956 KANS.
EMPORIA SEP 30 7 PM 1956 KANS.
CLAY CENTER SEP 29 1956
COUNCIL GROVE SEP 30 PM 6 1956 KANS.
RILEY OCT 1 5 PM 1956 KANS.
LAKE CITY OCT 2 1956 IOWA
SENECA, KANS. SEP 1956
HIAWATHA, KANS. SEP 1956

In response to a Safety Week program on WIBW, 8,079 farm homes in Kansas, Missouri, Iowa, and Oklahoma wrote us requesting safety flags for their trucks . . . just one more in a long series of proofs that WIBW DELIVERS THE FARM MARKET.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
Rep: Capper Publications, Inc.

Our 30th Year

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

[See story page 44]

WHAT 93 AGENCIES BILLED ON CBS-TV

B•T tabulations for January 1955-June 1956. NBC-TV's agency totals will appear Dec. 17.

Agency & Client	Program	1955	Jan.-June 1956
Allmayer, Fox & Reshkin		**$13,300**	
Wishbone Salad Dressing	*Panorama Pacific*	13,300	
Anderson & Cairns		**303,200**	**$117,000**
Masland	*Garry Moore*	50,800	117,000
Masland	*Garry Moore*	154,800	
Masland	*Garry Moore*	97,600	
N. W. Ayer & Son		**3,348,875**	**1,733,278**
Hawaiian Pineapple	*House Party*	534,820	293,930
Yardley	*Garry Moore*	764,660	289,510
National Dairy	*Big Top*	1,201,200	668,668
Hills Bros.	*Panorama Pacific*	57,795	28,884
ECAP	*You Are There*	788,000	
Yardley of London	*Panorama Pacific*	2,400	
Bell Telephone System	*Telephone Time*		452,286
Lynn Baker		**6,300**	
Coast Fisheries	*Panorama Pacific*	6,300	
Ted Bates		**3,911,434**	**2,386,812**
Brown & Williamson	*Robert Q. Lewis*	76,860	88,560
Brown & Williamson	*Lineup; Undercurrent*	1,081,600	583,440
Colgate Palmolive	*Strike It Rich; Millionaire*	1,868,100	
CBS Columbia	*Willy*	63,000	
CBS Columbia	*Godfrey & Friends*	396,675	507,009
CBS Columbia	*Talent Scouts*	222,599	
CBS Columbia	*Life With Father*	161,500	
CBS Columbia	*See It Now*	13,500	
Columbia Records	*See It Now*	27,000	
Carter Products	*Panorama Pacific*	600	
Standard Brands	*Godfrey Time*		43,368
Brown & Williamson	*Baseball Preview*		51,510
Colgate Palmolive	*Baseball Preview*		54,075
*American Home Products	*Love of Life*		
*American Home Products	*Secret Storm*		
*American Home Products	*Doug Edwards & News*		
*American Home Products	*Name That Tune*		
Colgate Palmolive	*The Millionaire*		1,058,850
*American Home Products	*Wanted, Quiz Kids*		
BBDO		**9,473,805**	**5,607,321**
Campbell Soup	*Lassie*	1,173,978	451,360
Lever Bros.	*Art Linkletter*	1,131,000	226,200
General Mills	*Burns & Allen*	248,370	
General Mills	*Garry Moore*	125,550	198,900
General Mills	*Robert Q. Lewis*	178,500	
Minnesota Mining	*Godfrey Time*	62,370	84,630
Minnesota Mining	*Godfrey Time*	159,600	
U. S. Steel Corp.	*U. S. Steel Hour*	912,665	985,530
Minnesota Mining	*Godfrey Time*	222,015	
Wildroot	*Robin Hood*	243,232	599,840
American Tobacco Co.	*Jack Benny; Pvt. Secretary*	1,981,200	1,092,000
B. F. Goodrich	*Burns & Allen*	876,900	623,675
General Electric Co.	*Jane Froman*	296,205	
*General Electric Co.	*Ray Milland*		
General Electric Co.	*G. E. Theatre*	1,851,296	1,042,942
Rexall Drug	*Panorama Pacific*	1,024	
Rexall Drug	*Morning Show*	9,900	
*Revlon Inc.	*$64,000 Question*		
Easy Washing Machine Co.	*Godfrey Time*		279,344
Steel Companies	*Adm. Moreell's Address*		20,900
Victor A. Bennett		**530,485**	
Longine	*Chronoscope*	359,385	
Longine	*Conquest*	115,600	
Longine	*Thanksgiving*	55,500	
Bennett & Northrop		**803,275**	**172,353**
CBS Hytron	*Talent Scouts*	44,545	
CBS Hytron	*Garry Moore*	758,730	172,353
Benton & Bowles		**4,712,040**	**2,810,475**
Procter & Gamble	*Topper*	675,000	
Norwich Pharmacal	*Sunday News Special*	455,000	8,313
General Foods	*Christmas Show*	56,400	
General Foods	*Mama*	1,365,640	759,960
General Foods	*December Bride*	1,950,000	1,015,989
*Zenith Radio	*Omnibus*		
General Foods	*Three for Tonight*	120,000	
General Foods	*Jo Stafford*	90,000	
Procter & Gamble	*Love Story, As the World Turns*		403,650
Procter & Gamble	*On Your Account, Edge of Night*		405,600
General Foods	*Doug Edwards & News*		43,260

*American Home Products divided five programs in Jan.-June 1956 between Biow, Beirn & Toigo and Ted Bates: *Love of Life* ($1,248,000); Secret Storm ($1,228,500); *Doug Edwards & News* ($1,608,750); *Name That Tune* ($577,125); *Wanted, Quiz Kids* ($254,700).

*General Electric Co. divided *Ray Milland* ($665,309) in 1955 between BBDO and Maxon Inc.

*Revlon divided *$64,000 Question* ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided *$64,000 Challenge* and *Appointment With Adventure* ($506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.

*Zenith Radio Corp. divided *Omnibus* ($130,000) in 1955 between Young & Rubicam and Benton & Bowles.

Agency & Client	Program	1955	Jan.-June 1956
BENTON & BOWLES (CONT'D)			
General Foods	*Mighty Mouse*		97,944
General Foods	*Circus*		70,412
General Foods	*Panorama Pacific*		5,347
Gordon Best		**58,100**	
Maybelline	*Robert Q. Lewis*	10,900	
Maybelline	*Jack Paar*	6,800	
Maybelline	*See It Now*	40,400	
Biow Co.		**1,073,250**	**1,074,242**
Procter & Gamble	*I Love Lucy; Whiting Girls*	1,073,250	564,525
Procter & Gamble	*Search for Tomorrow*		218,400
*American Home Products	*Wanted, Quiz Kids*		
Lanolin Plus	*Name That Tune*		291,317
Biow-Beirn-Toigo		**8,149,749**	**130,610**
Philip Morris	*I Love Lucy*	700,213	
Philip Morris	*Public Defender*	511,961	
American Home Products	*Love of Life*	3,510,000	
American Home Products	*Secret Storm*	1,474,410	
American Home Products	*Doug Edwards & News*	988,200	
American Home Products	*Name That Tune*	296,100	
American Home Products	*Down You Go*	221,550	
American Home Products	*Wanted; Quiz Kids*	245,025	
Lanolin Plus	*Robert Q. Lewis*	202,390	
*American Home Products	*Love of Life*		
*American Home Products	*Secret Storm*		
*American Home Products	*Doug Edwards & News*		
*American Home Products	*Name That Tune*		
Lanolin Plus	*Robert Q. Lewis*		130,610
Bozell & Jacobs		**60,400**	**198,900**
Serta Associates	*Garry Moore*	60,400	198,900
Brooke, Smith, French & Dorrance		**3,600**	
Mullins Mfg.	*Morning Show*	3,300	
Mullins Mfg.	*Panorama Pacific*	300	
Buchanan Adv.			**6,000**
Tidewater Assoc.	*Panorama Pacific*		6,000
Leo Burnett Co.		**8,202,111**	**5,748,315**
Kellogg	*Godfrey & Friends*	178,875	496,373
Kellogg	*Lassie*	235,200	352,050
Kellogg	*Wild Bill Hickok*	470,250	458,250
Kellogg	*Garry Moore*	343,200	166,650
Kellogg	*Godfrey Time*	667,888	409,500
Kellogg	*House Party*	735,072	436,800
Pillsbury Mills	*Godfrey & Friends*	457,980	554,625
Pillsbury Mills	*Godfrey Time*	1,528,800	916,500
Pillsbury Mills	*House Party*	1,552,200	930,150
Campbell Soup Co.	*Abbott & Costello*	128,692	
Campbell Soup Co.	*Garry Moore*		36,036
Converted Rice	*Garry Moore*	378,675	
Maytag Co.	*Star Time Playhouse; Navy Log*	534,755	635,075
*Toni Co.	*Valiant Lady*		
*Toni Co.	*Garry Moore*		
Toni Co.	*Garry Moore*	43,200	
Comstock	*Garry Moore*	137,393	
Philip Morris	*Panorama Pacific*	41,013	28,536
Converted Rice	*Panorama Pacific*	12,968	14,300
International Harvester	*Halls of Ivy*	500,000	
Bauer & Black	*Godfrey Time*	128,700	55,200
Kendall Co.	*Morning Show*	51,200	
Hoover Co.	*Morning Show*	23,250	
Crane Co.	*Morning Show*	48,000	
Kendall Co.	*Panorama Pacific*	4,800	
Campbell Soup Co.	*House Party*		40,040
Converted Rice	*Garry Moore*		172,900
Brown Shoe	*Capt. Kangaroo*		26,330
Bauer & Black	*Capt. Kangaroo*		19,000
California Adv.			**4,500**
Van Frank Sales	*Panorama Pacific*		4,500
Calkins & Holden		**1,065,456**	**1,088,920**
Prudential Insurance Co.	*You Are There*	919,296	993,720
Prudential Insurance Co.	*Garry Moore*	146,160	95,200
Campbell-Ewald Co.		**57,244**	**313,560**
Chevrolet	*Garry Moore*	57,244	313,560
Campbell-Mithun		**1,363,821**	**326,905**
Goldseal	*Jo Stafford Show*	446,985	
Hamm Brewing	*Person to Person*	550,649	326,905
American Dairy	*Bob Crosby*	278,673	
Campbell Cereal	*Morning Show*	18,514	
Larsen Co.	*Bob Crosby*	69,000	
Carr-Liggett Adv.		**3,000**	
Pioneer Rubber Co.	*Panorama Pacific*	3,000	
Cecil & Presbrey			
*Sylvania Electric Co.	*Beat the Clock*		
Christiansen Adv.		**9,100**	**12,600**
E. L. Bruce	*Panorama Pacific*	9,100	12,600
Robert Christopher		**9,100**	
In-Sinkerator	*Panorama Pacific*	9,100	
Harry B. Cohen		**66,600**	
Block Drug	*Danger*	66,600	

*American Home Products divided five programs in Jan.-June 1956 between Biow, Beirn & Toigo and Ted Bates: *Love of Life* ($1,248,000); Secret Storm ($1,228,500); *Doug Edwards & News* ($1,608,750); *Name That Tune* ($577,125); *Wanted, Quiz Kids* ($254,700).

*Toni Co. (Gillette) divided *Talent Scouts* ($236,775) in 1955 between Weiss & Geller and North Adv.; *Godfrey & Friends* ($1,656,600) between Weiss & Geller and North Adv. (includes *Frankie Laine*); *Valiant Lady* ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; *Garry Moore* ($166,400) between Leo Burnett and North Adv.; *Bob Crosby* ($292,500) between Weiss & Geller and North Adv.

*Sylvania Electric Co. divided *Beat the Clock* ($1,687,361) in 1955 between Cecil & Presbrey and J. Walter Thompson Co.

Agency & Client	Program	1955	Jan.-June 1956
Compton Adv.		**3,897,930**	**1,254,472**
Procter & Gamble	*Road of Life*	760,500	
Procter & Gamble	*Bob Crosby*	27,900	183,300
Procter & Gamble	*Guiding Light*	1,872,000	212,550
Procter & Gamble	*Down You Go; It's Always Jan*	648,000	
Procter & Gamble	*Jackie Gleason*	572,699	
Sterling Drug	*Panorama Pacific*	6,143	16,946
Procter & Gamble	*Panorama Pacific*	10,688	10,688
Procter & Gamble	*It's Always Jan*		783,000
Procter & Gamble	*Bob Crosby*		29,700
Procter & Gamble	*Capt. Kangaroo*		18,288
Cramer-Krasselt			**3,500**
Evinrude Motors	*Panorama Pacific*		3,500
Cunningham & Walsh		**2,178,591**	**495,976**
Liggett & Myers	*Perry Como*	1,372,500	
Liggett & Myers	*Tv Top Tunes*	316,602	
Liggett & Myers	*Gunsmoke*	489,489	495,976
Dancer-Fitzgerald-Sample		**9,594,013**	**1,242,938**
Best Foods	*Robert Q. Lewis*	324,000	
Procter & Gamble	*Welcome Travelers*	3,198,000	
Procter & Gamble	*On Your Account*	3,354,000	
General Mills	*Life With Father*	158,813	
General Mills	*Lone Ranger*	565,500	300,600
General Mills	*Valiant Lady*	1,056,400	453,375
General Mills	*Willy*	459,000	
General Mills	*Panorama Pacific*	10,400	13,163
Falstaff Brewing Corp.	*Game of Week*	467,900	122,200
Liggett & Myers	*Gunsmoke*		276,640
Liggett & Myers	*Do You Trust Your Wife*		76,960
D'Arcy Adv. Co.		**1,068,408**	**891,048**
Anheuser Busch	*Damon Runyon Theatre*	837,558	565,008
Gerber Products	*Bob Crosby Show*	230,850	326,040
Doherty, Clifford, Steers & Shenfield		**872,888**	**207,558**
Bristol-Myers	*Garry Moore*	63,954	
Bristol-Myers	*Garry Moore*	401,774	207,558
Borden Co.	*Garry Moore*	407,160	
Doyle Dane & Bernbach		**2,250**	**2,500**
Polaroid Corp.	*Panorama Pacific*	2,250	2,500
Erwin, Wasey & Co.		**1,147,058**	**770,737**
Carnation Co.	*Bob Crosby*	108,800	183,430
Carnation Co.	*Burns & Allen*	1,038,258	570,726
Hamilton Beach	*Good Morning*		16,581
Wm. Esty Co.		**10,122,789**	**6,011,127**
General Mills	*Barker Bill*	597,038	
R. J. Reynolds	*I've Got a Secret*	1,890,428	1,096,388
R. J. Reynolds	*Topper; Crusader*	655,138	
R. J. Reynolds	*Bob Cummings*	805,838	755,055
R. J. Reynolds	*You'll Never Get Rich*	279,347	
Colgate Palmolive	*Strike It Rich*	3,549,900	1,257,750
Colgate Palmolive	*The Big Payoff*	2,199,600	1,234,350
National Carbon	*Godfrey & Friends*	145,500	
R. J. Reynolds	*Crusader*		493,789
R. J. Reynolds	*Phil Silvers*		481,545
Colgate Palmolive	*Crusader*		497,250
Colgate Palmolive	*Bob Cummings*		195,000
D. Ettelson & Assoc.		**3,300**	
Edison Chem.	*Morning Show*	3,300	
Fairfax			**37,100**
Stern's Nurseries	*Good Morning*		36,800
Stern's Nurseries	*Panorama Pacific*		300
Fitzgerald Adv. Agency		**218,958**	**343,331**
Wesson Oil	*Valiant Lady*	218,958	293,332
Wesson Oil	*Bob Crosby*		49,999
Fitzmorris Adv.			**1,084**
Star Import	*Panorama Pacific*		1,084
Foote, Cone & Belding		**1,778,620**	**9,349**
*S. C. Johnson & Son	*Red Skelton, Life With Father, Spotlight Playhouse*		
Lever Bros.	*Uncle Johnny Coons*	157,080	
Frigidaire	*Godfrey Time*	916,059	
Frigidaire	*Godfrey & Friends*	697,921	
California Brewing	*Star & Story*	7,560	
Kool Aid	*Capt. Kangaroo*		9,349
Fuller & Smith & Ross		**774,225**	
Aluminum Co. of America	*See It Now*	774,225	
Gardner Adv.		**961,875**	**579,215**
Pet Milk	*Red Skelton, Spotlight Playhouse*	961,875	
Pet Milk	*Red Skelton*		579,215
Geyer Adv.		**409,200**	
Nash Kelvinator	*Danger*	409,200	
Grey Adv.		**292,500**	**23,334**
Doeskin Products	*Robert Q. Lewis*	135,200	
Ideal Toys	*Winky Dink & You*	157,300	
American Home	*Capt. Kangaroo*		23,334
Guild, Bascom & Bonfigli		**308,324**	**264,448**
Regal Pale Brewing	*Harry Owens Show*	203,424	110,448
Ralston Purina	*Robert Q. Lewis*	52,500	100,800
Ralston Purina	*Garry Moore*	52,400	53,200
Bryan Houston		**1,285,828**	**1,247,393**
Nestle Co.	*Jackie Gleason*	803,333	
Nestle Co.	*Stage Show*	478,400	936,693
J. P. Stevens	*Panorama Pacific*	4,095	
J. P. Stevens	*Omnibus*		310,700

*S. C. Johnson & Son divided *Red Skelton, Life With Father* and *Spotlight Playhouse* ($938,600) in 1955 among Needham, Louis & Brorby; Foote, Cone & Belding, and Robert Otto (KGMB-TV, KTVA, KTVF); sponsor divided *Red Skelton* ($497,040) in 1956 (Jan.-June) among Foote, Cone & Belding; W. H. Male Ltd. (KGMB-TV) and Robert Otto (KTVA, KTVF).

Jan.-June

Agency & Client	Program	1955	Jan.-June 1956
Irwin, Los Angeles		**9,214**	
Lorraine Burton Salad	*Panorama Pacific*	9,214	
Joseph Katz Co.		**429,193**	**233,699**
American Oil Co.	*Person to Person*	401,993	233,699
American Oil Co.	*Years of Crisis*	27,200	
Kenyon & Eckhardt		**3,867,564**	**1,841,687**
Lincoln-Mercury	*Toast of the Town, Ed Sullivan Show*	3,291,600	1,833,000
Schick	*Jackie Gleason*	574,864	
Lincoln-Mercury	*Pan American Road Race*	1,100	
National Biscuit Co.	*Panorama Pacific*		8,687
Ketchum, MacLeod & Grove		**3,300**	**3,000**
Calgon Inc.	*Panorama Pacific*	3,300	3,000
Kiesewetter, Baker, Hagerdorn & Smith		**6,500**	
Stern's Nursery	*Morning Show*	6,500	
Abbott Kimball Co.		**267,300**	
Norcross	*Omnibus*	267,300	
Edward Kletter Assoc.		**1,384,252**	**923,055**
Pharmaceuticals Inc.	*Doug Edwards & the News*	599,676	
Pharmaceuticals Inc.	*Meet Millie*	784,576	168,480
Pharmaceuticals Inc.	*Sunday News Special*		189,375
Pharmaceuticals Inc.	*Guy Lombardo Jubilee, Joe & Mabel*		565,200
Knox Reeves		**676,400**	**423,150**
General Mills	*Bob Crosby Show*	676,400	423,150
Kudner Agency		**965,532**	**2,197,882**
General Motors	*Orange Bowl Game*		300,000
Frigidaire	*My Favorite Husband*	407,659	
Buick	*Jackie Gleason, Honeymooners*	557,873	1,080,710
Frigidaire	*Do You Trust Your Wife?*		817,172
Lambert & Feasley			**20,027**
Lambert Pharmacal	*Panorama Pacific*		20,027
C. J. LaRoche & Co.			
*Revlon Inc.	*$64,000 Challenge, Appt. With Adventure*		
Latta & Co.		**3,600**	
Southern Calif. Plasters	*Tournament of Roses*	3,600	
Lee Assoc.		**800**	
American Cone & Pretzel Co.	*Panorama Pacific*	800	
Lennen & Newell		**3,262,842**	**1,542,692**
*P. Lorillard Co.	*Two for the Money*	1,490,370	879,417
*Schlitz Brewing Co.	*Playhouse of Stars*	1,772,472	
Colgate-Palmolive	*My Friend Flicka*		656,775
American Meat Institute	*Panorama Pacific*		6,500
Edward Liel Adv.		**600**	
Magla Prods.	*Panorama Pacific*	600	
Earle Ludgin & Co.		**2,602,558**	**599,683**
Bendix Div. of Avco	*Doug Edwards & the News*	683,348	
Jules Montenier	*What's My Line*	910,874	524,443
Helene Curtis	*Robert Q. Lewis*	356,256	
Helene Curtis	*Professional Father*	170,300	
Helene Curtis	*Professional Father*	481,780	
Best Foods	*Garry Moore*		75,240
MacManus, John & Adams		**333,450**	**6,000**
Dow Chemical Co.	*Godfrey Time*	333,450	
Dow Chemical Co.	*Panorama Pacific*		6,000
W. H. Male Ltd.			
*S. C. Johnson & Son (on KGMB)	*Red Skelton*		
J. M. Mathes		**129,960**	
Soilax	*Garry Moore*	129,960	
Maury, Lee & Marshall		**788,808**	**683,891**
Amana Refrig.	*Phil Silvers*	309,408	641,891
Amana Refrig.	*Basketball*	146,000	42,000
Amana Refrig.	*Football*	325,000	
Amana Refrig.	*Pacific Coast Basketball*	8,400	
Maxon Inc.		**100,130**	**73,100**
Gillette Safety Razor	*Kentucky Derby*	34,000	37,910
Gillette Safety Razor	*Preakness*	34,000	
Gillette Safety Razor	*Belmont Stakes*	32,130	35,190
*General Electric	*Ray Milland*		
McCann-Erickson		**8,305,324**	**5,184,187**
Westinghouse Electric	*Studio One, Summer Theatre*	2,871,843	
Westinghouse Electric	*Best of Broadway*	372,045	
Lever Bros.	*Uncle Johnny Coons*	204,750	
Lever Bros.	*Godfrey Time*	702,000	
Chrysler Corp.	*Climax, Shower of Stars*	3,061,988	1,743,066
S. O. S.	*Bob Crosby*	280,621	162,965
S. O. S.	*Garry Moore*	159,998	158,932
Swift & Co.	*Garry Moore*	91,379	
Nabisco	*Halls of Ivy*	560,700	
Bulova Watch Co.	*Two for the Money*		260,775
Westinghouse Electric	*Studio One*		1,513,125

*Revlon divided *$64,000 Question* ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided *$64,000 Challenge* and *Appointment With Adventure* ($506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.

*P. Lorillard places *Two for the Money* (Jan.-June 1956) through Lennen & Newell, except on WKAQ which is placed through Young & Rubicam.

*Schlitz Brewing Co. divided *Playhouse of Stars* ($1,005,485) in Jan.-June 1956 (between Lennen & Newell and J. Walter Thompson Co.

*S. C. Johnson & Son divided *Red Skelton, Life With Father* and *Spotlight Playhouse* ($938,600) in 1955 among Needham, Louis & Brorby, Foote, Cone & Belding and Robert Otto (KGMB-TV, KTVA, KTVF); sponsor divided *Red Skelton* ($497,040) in 1956 (Jan.-June) among Foote, Cone & Belding, W. H. Male Ltd. (KGMB-TV) and Robert Otto (KTVA KTVF).

*General Electric Co. divided *Ray Milland* ($665,309) in 1955 between BBDO and Maxon Inc.

Agency & Client	Program	1955	Jan.-June 1956
McCann-Erickson (cont'd)			
Lehn & Fink	*Sun. Lucy Show*		376,320
Lever Bros.	*Godfrey Morning Show*		209,950
Mennen Co.	*Damon Runyon Theatre*		260,300
Mennen Co.	*Damon Runyon Theatre*		8,500
Nestle Co.	*Lone Ranger*		31,256
Swift & Co.	*House Party*		61,398
American Safety Razor Co.	*Game of the Week*		374,400
Nestle Co.	*Capt. Kangaroo*		23,200
C. L. Miller		**805,384**	**488,037**
Corn Prods.	*Robert Q. Lewis*	362,363	
Corn Prods.	*Godfrey Time*	342,521	232,392
Curtiss Candy Co.	*Tales of Texas Rangers*	100,500	255,645
Needham, Louis & Brorby		**1,257,236**	
*S. C. Johnson & Son	*Red Skelton, Life With Father, Spotlight Playhouse*		
S. C. Johnson & Son	*Robert Q. Lewis*	319,480	
State Farm Mutual Ins. Co.	*Red Barber's Corner*	167,971	
Monsanto Chem.	*Morning Show*	693,000	
Monsanto Chem.	*Panorama Pacific*	8,085	
Morton Salt Co.	*Panorama Pacific*	3,900	
Monsanto Chem.	*Winky Dink & You*	64,800	
Norman, Craig & Kummel		**3,455,420**	
Revlon Inc.	*Danger, $64,000 Question*	1,316,700	
Revlon Inc.	*Appt. With Adventure*	186,400	
Revlon Inc.	*Johnny Carson, Public Defender*	382,720	
Ronson	*Doug Edwards & News*	1,569,600	
*Revlon Inc.	*$64,000 Challenge, Appt. With Adventure*		
*Revlon Inc.	*$64,000 Question*		
North Adv.		**14,550**	**1,925,760**
*Toni Co.	*Talent Scouts*		
*Toni Co.	*Godfrey & Friends, Frankie Laine*		
*Toni Co.	*Valiant Lady*		
*Toni Co.	*Bob Crosby*		
Toni Co.	*Garry Moore*	14,550	191,000
*Toni Co.	*Garry Moore*		
Toni Co.	*Valiant Lady*		191,100
Toni Co.	*Bob Crosby*		187,200
Toni Co.	*Talent Scouts*		501,150
Toni Co.	*Godfrey & Friends*		524,550
Toni Co.	*Arthur Murray Party*		190,000
Toni Co.	*Person to Person*		140,760
Olian & Bronner			**3,500**
Beltone Hearing Aid	*Panorama Pacific*		3,500
Robert Otto			
*S. C. Johnson & Son	*Red Skelton, Life With Father, Spotlight Playhouse*		

Agency & Client	Program	1955	Jan.-June 1956
Patten-Gille-Beltaire			**3,600**
Brooklyn Products	*Panorama Pacific*		3,600
Ruthrauff & Ryan		**1,019,934**	**538,158**
Wrigley	*Gene Autry*	652,509	349,245
A. E. Staley	*Garry Moore*	305,425	185,535
Lewis-Howe	*Swaps-Nashua Race*	62,000	
Kentile	*Panorama Pacific*		3,378
Schwab & Beatty		**1,365**	**1,316**
Reader's Digest	*Panorama Pacific*	1,365	1,316
Russel M. Seeds Co.		**1,284,012**	**558,720**
W. A. Sheaffer Pen Co.	*Two for the Money*	486,635	
W. A. Sheaffer Pen Co.	*Star Time Playhouse, Navy Log*	493,620	
W. A. Sheaffer Pen Co.	*Jackie Gleason*	292,496	
W. A. Sheaffer Pen Co.	*Panorama Pacific*	11,261	
W. A. Sheaffer Pen Co.	*Navy Log*		539,220
W. A. Sheaffer Pen Co.	*Robert Q. Lewis*		19,500
Smalley, Levitt & Smith		**58,536**	**25,650**
Lyon Van & Storage	*Panorama Pacific*	58,536	25,650
Raymond Spector			**621,406**
Hazel Bishop	*Bob Crosby*		69,962
Hazel Bishop	*Bob Crosby*		125,693
Hazel Bishop	*Garry Moore*		94,944
Hazel Bishop	*Garry Moore*		78,451
Hazel Bishop	*Arthur Murray Party*		252,356
John Sullivan Adv.		**2,100**	
Wesson Houseware	*Panorama Pacific*	2,100	
Sullivan, Stauffer, Colwell & Bayles		**3,173,205**	**678,600**
Carter Products	*Meet Millie*	900,475	205,200
Simoniz Co.	*Bob Crosby*	372,240	
Noxema Chemical Co.	*Person to Person*	357,440	
American Home Products	*Name That Tune*	150,750	
American Tobacco Co.	*Doug Edwards & News*	1,392,300	471,900
Carter Products	*Panorama Pacific*		1,500

*S. C. Johnson & Son divided *Red Skelton, Life With Father* and *Spotlight Playhouse* ($938,600) in 1955 among Needham, Louis & Brorby; Foote, Cone & Belding, and Robert Otto (KGMB-TV, KTVA, KTVF); sponsor divided *Red Skelton* ($497,040) in 1956 (Jan.-June) among Foote, Cone & Belding, W. H. Male Ltd. (KGMB-TV) and Robert Otto (KTVA, KTVF).

*Revlon divided *$64,000 Question* ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided *$64,000 Challenge* and *Appointment With Adventure* (506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.

*Toni Co. (Gillette) divided *Talent Scouts* ($236,775) in 1955 between Weiss & Geller and North Adv.; *Godfrey & Friends* ($1,656,600) between Weiss & Geller and North Adv. (includes *Frankie Laine*); *Valiant Lady* ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; *Garry Moore* ($166,400) between Leo Burnett and North Adv.; *Bob Crosby* ($292,500) between Weiss & Geller and North Adv.

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JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

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Agency & Client	Program	1955	Jan.-June 1956
Tatham-Laird		**1,242,529**	**394,325**
General Mills	*Tales of the Texas Rangers*	167,440	167,700
General Mills	*Captain Midnight*	175,440	
Simoniz Co.	*Garry Moore Show*	161,280	
Wander Co.	*Captain Midnight*	224,035	226,625
C. Swanson & Sons	*Robert Q. Lewis*	142,222	
C. Swanson & Sons	*Bob Crosby*	142,222	
C. Swanson & Sons	*Bob Crosby*	136,890	
Armour & Co.	*Captain Midnight*	93,000	
J. Walter Thompson		**3,337,385**	**3,582,124**
Ford Div. of Ford Motor Co.	*Ford Star Jubilee*	459,340	706,350
*Sylvania Electric Co.	*Beat the Clock*		
Lever Bros.	*Garry Moore*	48,825	405,600
Lever Bros.	*Garry Moore*	103,350	
Chun King	*Garry Moore*	326,164	173,246
Scott Paper	*Valiant Lady*	34,359	224,094
Scott Paper	*Garry Moore*	173,113	
Scott Paper	*Bob Crosby*	119,488	222,136
Scott Paper	*Bob Crosby*	233,090	201,076
Scott Paper	*Garry Moore*	197,184	
Scott Paper	*Omnibus*	485,012	271,463
Swift & Co.	*Garry Moore*	347,434	
Swift & Co.	*Garry Moore*	176,658	
Aluminum	*Omnibus*	484,380	271,463
Florida Citrus	*Morning Show*	68,048	
Swift & Co.	*Panorama Pacific*	21,840	
Seven Up	*Bob Crosby*	55,600	65,200
Weco Prods.	*Panorama Pacific*	3,500	
Sylvania Electric Co.	*Beat the Clock*		912,072
*Schlitz Brewing Co.	*Playhouse of Stars*		
Standard Brands	*Valiant Lady*		39,624
Pharmacraft	*Beat the Clock*		89,800
Geoffrey Wade Adv.		**826,560**	**490,500**
Miles Laboratories	*Garry Moore*	432,640	249,750
Miles Laboratories	*Bob Crosby*	114,240	240,750
Miles Laboratories	*Robert Q. Lewis*	279,680	
Warwick & Legler		**728,928**	
Pabst Brewing Co.	*Blue Ribbon Bouts*	728,928	
William Weintraub		**85,120**	
Revlon Products	*Morning Show*	85,120	
Weiss & Geller		**325,209**	
*Toni Co.	*Talent Scouts*		
*Toni Co.	*Godfrey & Friends*		
*Toni Co.	*Valiant Lady*		
*Toni Co.	*Bob Crosby*		
Toni Co.	*Godfrey Time*	316,109	
Purex Corp.	*Panorama Pacific*	9,100	
Wellesley Adv.			**1,400**
Skill Built Tool Co.	*Good Morning*		1,400
Wemar Corp.		**300**	
Wemar Corp.	*Panorama Pacific*	300	
Wesley Assoc.		**90,000**	**225,600**
Shulton	*See it Now*	90,000	157,400
Shulton	*Victor Borge*		68,200
Wherry, Baker & Tilden		**765,455**	**863,200**
Quaker Oats	*Contest Carnival*	554,895	
Quaker Oats	*Sgt. Preston of the Yukon*	210,560	863,200
Wyse Adv.		**8,400**	
Bonne Bell Inc.	*Panorama Pacific*	8,400	
Young & Rubicam		**16,176,007**	**8,470,717**
P. Lorillard Co.	*Fathers Knows Best; Appointment With Adventure*	1,625,260	
P. Lorillard Co.	*Appointment With Adventure; $64,000 Challenge*		479,180
Singer Sewing Machine Co.	*Four Star Playhouse*	1,057,160	550,620
Lever Bros.	*Talent Scouts*	815,360	468,000
Procter & Gamble	*Brighter Day*	1,911,000	210,600
Procter & Gamble	*The Line Up; Undercurrent*	735,000	277,725
Procter & Gamble	*Favorite Husband*	405,000	
Bristol-Myers	*Four Star Playhouse*	886,392	458,981
Bristol-Myers	*Godfrey Time*	343,175	442,650
Bristol-Myers	*Godfrey Time*	457,568	260,306
Bristol-Myers	*Stage Seven*	26,972	
Bristol-Myers	*Alfred Hitchcock*	1,558,850	931,398
Johnson & Johnson	*Robin Hood*	276,619	598,382
Remington Rand	*What's My Line*	998,498	564,556
American Home Products	*Godfrey Time*	114,750	177,450
General Electric Co.	*20th Century Fox*	926,624	836,264
General Foods	*Johnny Carson*	675,857	381,312
General Foods	*Portia Faces Life*	931,500	
General Foods	*I Love Lucy*	444,971	467,181
General Foods	*Our Miss Brooks*	1,332,783	647,514
*Zenith Radio	*Omnibus*		
Simmons Co.	*My Favorite Husband*	297,900	
Elgin Natl. Watch Co.	*Person to Person*	335,700	416,000
*P. Lorillard Co.	*Two for the Money*		
Bristol-Myers	*Godfrey Time*		32,976
Bristol-Myers	*Godfrey Time*		165,000
Bristol-Myers	*Godfrey & Friends*		86,922
Union Oil of Calif.	*Sports*		18,000
General Electric Co.	*Parade of Light*	19,068	

*Sylvania Electric Co. divided *Beat the Clock* ($1,687,361) in 1955 between Cecil & Presbrey and J. Walter Thompson Co.

*Toni Co. (Gillette) divided *Talent Scouts* ($236,775) in 1955 between Weiss & Geller and North Adv.; *Godfrey & Friends* ($1,656,600) between Weiss & Geller and North Adv. (includes *Frankie Laine); Valiant Lady* ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; *Garry Moore* ($166,400) between Leo Burnett and North Adv.; *Bob Crosby* ($292,500) between Weiss & Geller and North Adv.

*Zenith Radio Corp. divided *Omnibus* ($130,000) in 1955 between Young & Rubicam and Benton & Bowles.

*P. Lorillard places *Two for the Money* (Jan.-June 1956) through Lennen & Newell, except on WKAQ which is placed through Young & Rubicam.

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Says Earl Lewis, Chief Engineer, WTVJ, Miami.

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*MONTHLY COVERAGE,
Homes Reached 136,860
A Bonus of 6,740 over Station B

*TELEVISION HOMES
in KTBS-TV Area 157,980
A Bonus of 13,120 over Station B

* N.C.S. No. 2, Spring 1956

KTBS-TV
CHANNEL
3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

TELEPROMPTER BUYS SHERATON TV INC.

ACQUISITION by TelePrompTer Corp., New York, of Sheraton Closed-Circuit Television Inc. from Sheraton Corp. of America, New York, was announced jointly last week by Irving B. Kahn, TelePrompTer president, and Ernest Henderson, Sheraton Corp. president. Financial terms of the transaction were not disclosed.

In the move, Mr. Kahn said, TelePrompTer acquires the services and personnel of Sheraton Tv, which will operate as a division under the name of Group Communications. He added that William P. Rosensohn, executive vice president of Sheraton Closed Circuit Television, will join the new company as director of closed-circuit activities and that Robert M. Rosencrans, a vice president of the Sheraton closed-circuit subsidiary, also will become an executive of the Group Communications Div.

In commenting upon TelePrompTer's entry into closed-circuit, Mr. Kahn said:

"Closed circuit has made remarkable progress to date, even though it has been in the developmental stage. It has lacked two essential components for full success, however. First, picture quality has not been up to the standards established by the motion picture industry, and second, it has been promoted as an interconnection service only.

"Manufacturers have answered the questions concerning quality. They have produced a picture that meets exacting standards. We believe that TelePrompTer, through its extensive and unique experience in group communications, can add another required dimension—professional service in staging the complete show; not only the interconnection but a full complement of equipment and supervision required for professional performance, including lighting, effects, staging and script control, providing a supervisory service at each local outlet."

Mr. Kahn also pointed out that TelePrompTer's recent association with the Western Union Telegraph Co. provides the company "with electronic and electro-mechanical personnel throughout the country" and will enable the Group Communications Div. of TelePrompTer "eventually to provide nationwide total service in depth in the field of group communications."

He said the new division immediately will launch a program designed to expand and improve the Sheraton closed-circuit activities through the acquisition of new modern equipment recently developed for large screen projection. The engineering aspects will be supervised by H. J. Schlafly Jr., TelePrompTer engineering vice president.

Sheraton Corp. entered the closed-circuit field two and a half years ago.

Storz Stations Engage Krick

THE FIVE Storz Broadcasting Co. radio stations have engaged Dr. Irving P. Krick Assoc., Denver, as weather consultants, effective Dec. 3. The Storz stations are KOWH Omaha, WDGY Minneapolis, WHB Kansas City, WTIX New Orleans and WQAM Miami.

Two other stations, KRLD Dallas and WCAU Philadelphia, have been signed to carry *Krickcasts,* the firm's weather service for clients.

Closed-Circuit Firm Organized in New York

FORMATION of a firm specializing in closed-circuit tv, Closed-Circuit Telecasting System Inc., New York, was announced last week by Fanshawe Lindsley, president of the new firm and former advertising executive of *Fortune* magazine. Other officers of the firm are Arthur O. Choate Jr., board chairman; William Rockefeller, secretary, and Charles B. Pearson, assistant to the president.

CCTS, with offices at 237 W. 54th St., New York (and with branches planned in Chicago and Detroit), plans to begin operating within the next two weeks and by January will be offering prospective clients big-screen color on a multi-city coast-to-coast mobile network basis. CCTS has ordered $250,000 worth of closed-circuit projector equipment from RCA, which will arrive in time for CCTS' first all-color hookup next month. The firm also is acquiring black-and-white equipment which will allow it to combine color and monochrome in a 90-city hookup. RCA Service Co. will handle this new equipment in the field, both in operating and in servicing.

30,000 Salesmen Due Pointers Via Closed-Circuit Tv Sessions

BY MEANS of closed-circuit television, about 30,000 salesmen will view two "Tele-Sell Spectaculars" on Feb. 26 and March 5, 1957, during which top sales executives will discuss and demostrate the most modern and effective selling methods. The event will be sponsored in 25 cities in cooperation with local sales executive clubs.

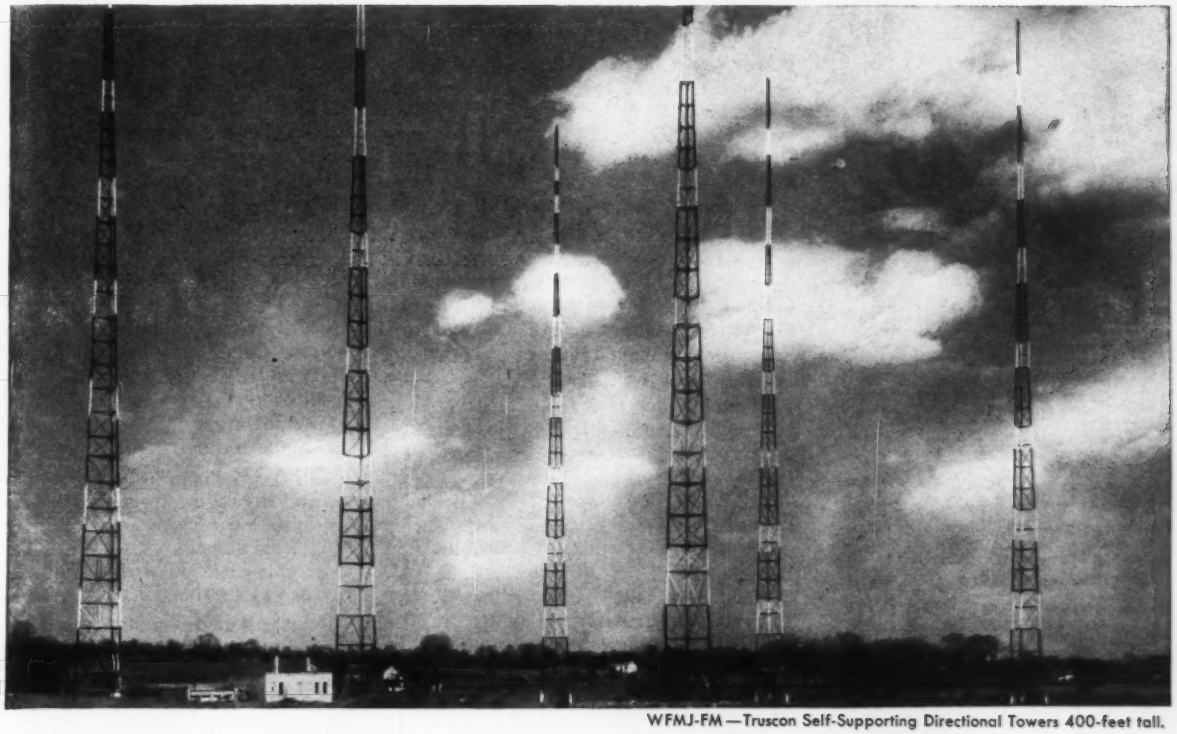
Each closed-circuit program will last 90 minutes and originate from New York. Facilities are being arranged by Sheraton Closed-Circuit Television, which was sold last week to TelePrompTer Corp. (see story this page). Production will be under the direction of Walter Wanger, motion picture producer and president of Sheraton Tv, and Jim Handy, creator of sales development and training programs.

CBS Newsfilm's Year-End Reports

CBS NEWSFILM, through its distributing organization, CBS Television Film Sales Inc., will offer as an extra service to its member stations two special 30-minute year-end reports on or about Dec. 15, it was announced last week by CBS Newsfilm Manager Howard L. Kany.

PROGRAM SERVICES PEOPLE

Jerome Medford, project director, W. R. Simmons, to Advertest Research Inc., N. Y., in similar capacity. **Michael Sandler** and **Virginia Davis** have also joined company as assistant project directors and **Jessie Lynes** appointed national field supervisor.



WFMJ-FM—Truscon Self-Supporting Directional Towers 400-feet tall.

TEAM UP WITH TRUSCON for all types of towers . . .

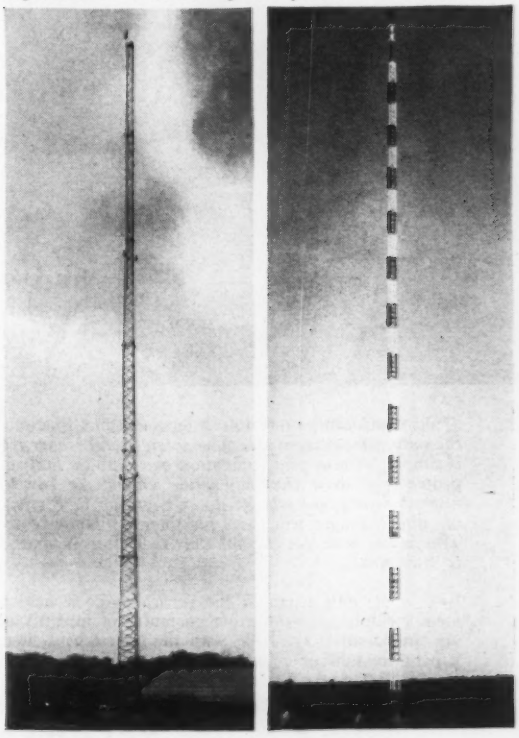
Our staff of highly skilled engineers can offer you unmatched experience in tower design and construction.

They're responsible for many hundreds of towers that today are standing tall and strong in all parts of the world . . . on all types of topography . . . many in areas where extreme winds and weather conditions prevail. On the East Coast, for example, where hurricanes caused considerable destruction, *every Truscon Tower remained proudly erect, with no damage reported* . . . a tribute to Truscon's technical "know-how" and craftsmanship.

Add to this Truscon's modern and efficient manufacturing facilities, and you have a team that can produce exactly the tower you need . . . whether it be tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV or Microwave Transmission.

To get your tower program started, just write or call your nearest Truscon® district office or "tower headquarters" in Youngstown. Our experts will be glad to discuss your problems or help in any way they can.

(Left) WBBW—Truscon Self-Supporting Tower 150-feet tall.
(Right) KTBS-TV—Truscon Triangular Guyed Tower—1153-feet over-all.



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TRUSCON STEEL DIVISION
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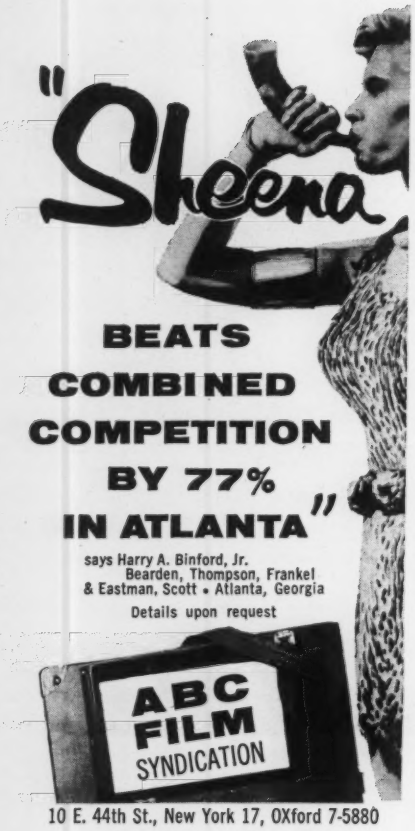
A NAME YOU CAN BUILD ON



10 E. 44th St., New York 17, OXford 7-5880

CBC Governors Board To Meet in Vancouver

POWER INCREASES for radio and television stations and applications for two new radio stations will be heard by the board of governors of the Canadian Broadcasting Corp. at its 103rd meeting Jan. 4 in the studios of CBU Vancouver, B. C. This marks one of the few meetings of the CBC board ever held in western Canada.

New radio stations are being requested at Amherst, N. S., by Amherst Broadcasting Co. Ltd. for 250 w on 1400 kc, and by Soo Line Broadcasting Co. Ltd., at Weyburn, Sask., for 250 w on 1340 kc.

Power increases will be asked by CHED Edmonton, Alta., from 1 kw on 1080 kc to 10 kw day and 1 kw night on same frequency; by CJVI Victoria, B. C., from 5 kw on 900 kc to 10 kw on same frequency; by CFOR Orillia, Ont., from 5 kw day and 1 kw night to 10 kw day and 1 kw night on present 1570 kc frequency; by CKPR Fort William, Ont., from 1 kw on 580 kc to 5 kw day and 1 kw night on 580 kc; by CHUM Toronto, Ont., from 1 kw daytime on 1050 kc to 2.5 kw fulltime on same frequency; by CKAC Montreal, Que., from 10 kw day and 5 kw night on 730 kc to 50 kw on same frequency; and by CKBI Prince Albert, Sask., from 5 kw to 10 kw on 900 kc.

A change in frequency only is being asked by CKDM Dauphin, Man., from 1050 kc to 730 kc, keeping present power of 1 kw daytime and 250 w nighttime.

Six British Columbia stations are requesting a change in frequency to 1130 kc, five of them with power increases to 10 kw. CHWK Chilliwack wants to move to 1130 kc from 1270 kc and increase power from 1 kw to 10 kw; CKOV Kelowna, is requesting same power increase and shift from 630 kc; CHUB Nanaimo from 1570 kc with 1 kw; CKNW New Westminster, from 1320 kc with 5 kw; and CKLG North Vancouver, from 1070 kc with 1 kw. CKWX Vancouver, is asking for the frequency shift from 980 kc and power increase from 5 kw to 50 kw.

CJOB Winnipeg, Man., is requesting an increase from 250 w on 1340 kc to 10 kw on 730 kc. The station has been authorized to move to 680 kc with 5 kw daytime and 2.5 kw nighttime, but has not implemented this authorization.

CFPA-TV Port Arthur, Ont., has asked for an increase in power on ch. 2 from 5.1 kw video and 2.55 kw audio to 28 kw video and 15 kw audio. CFPA-TV also has asked for a change in ownership from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd.

Twenty stations are to present requests for share transfers at the Vancouver meeting.

Progressive-Conservative Party Charges CBC with Discrimination

CHARGES THAT the Canadian Broadcasting Corp. plans discrimination against the Progressive-Conservative Party's leadership convention at Ottawa Dec. 12-14 have been made. The Progressive-Conservative Party, Canada's official opposition party, is electing a new leader to succeed George Drew, who retired because of ill health. CBC will cover the three-day convention, but will not televise the keynote speech by Nova Scotia Premier Stanfield Dec. 12 at 9 p.m., when *Kraft Theatre* is on the tv network, though it will carry the speech on its radio network.

The political party stated that CBC carried all U. S. network political party conventions in detail, as well as the elections, at a loss of sponsored time. CBC claims that its coverage was settled with the party's officials a month ago; that it is telecasting three afternoon sessions and the evening session Dec. 13, and cannot now change its evening schedule to take care of the keynote address.

Aussie 1954-55 Radio Revenue Reaches Record $18.7 Million

TOTAL revenue of Australia's 106 commercial radio stations during the 1954-55 financial year was £6,686,924 ($18,723,387.20), an increase of £1 million over the previous year according to the annual report of Australia's Control Board. Of the 106 stations, 95 made a profit, the report shows.

Although only four commercial stations have been started since the 1951 financial year, the industry's total revenue since that year (approximately $10 million) has nearly doubled, according to the board's figures. The board attributed last year's increase in revenue to both higher rates and an increase in the use of radio as an advertising medium.

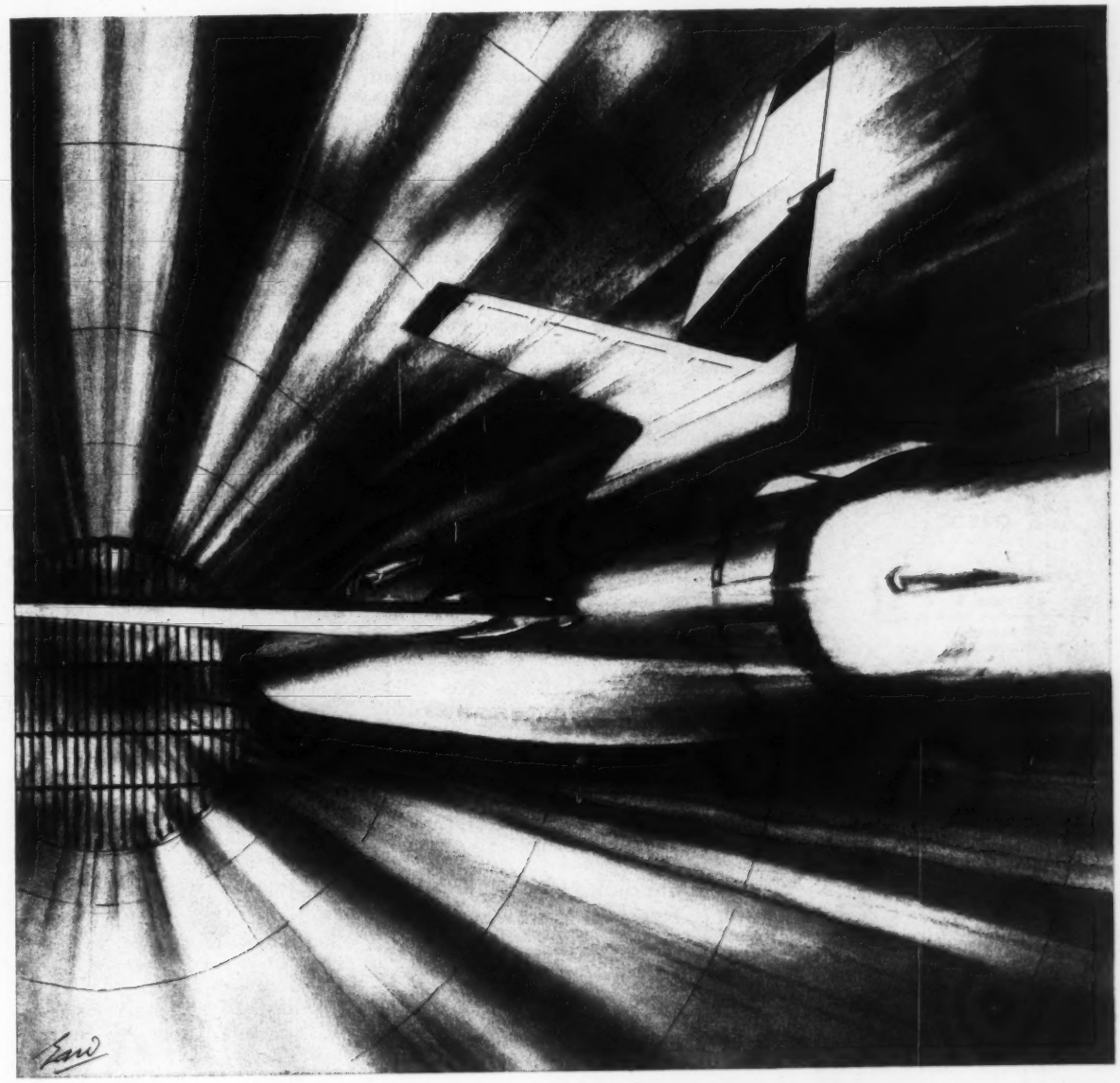
Media Buyer Sold on Audit Bureau of Circulations

JIM LUCE
Associate Media Director
J. Walter Thompson
New York, New York

"Paid circulation, as measured by the Audit Bureau of Circulations, is the only measurement of reader interest and reader responsiveness. This is simply because paid circulation can only be built and maintained on people who want the publication enough to pay for it. If he loses interest or changes jobs he doesn't renew. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind the Audit Bureau and it's the sound way to buy space."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION



Tunnel to Outer Space

World's most powerful wind tunnel, lashing tomorrow's spacecraft with winds many times the speed of sound . . .

World's largest outdoor turbine, producing electricity for Atomic Energy Works at Paducah, Kentucky . . .

World's most completely automated plant, manufacturing automobile engines . . .

First successful diamond-making machine, with pressures up to 1,500,000 pounds per square inch . . .

These new challenges to man's lubrication know-how all have this one thing in common, SOCONY MOBIL'S *master touch in oil.* It guards one of every six industrial wheels turning in the Free World, including more than half of all the big turbines (5,000 kilowatts and over).

Good reason! Men who depend on machinery depend on SOCONY MOBIL as a partner in its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your plane, your farm, your factory, your boat, your home—*you, too, can look to the leader for lubrication.*

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR 90 YEARS

THE CALIF.-ORE. TV TRIO

The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
} CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	337,550
FAMILIES	149,981
TV FAMILIES	93,405
RETAIL SALES	$446,231,000
CONSUMER SPENDABLE INCOME	$565,162,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

Polish Government Suspends Jamming of Voice of America

THE Polish Government has suspended its jamming of Voice of America broadcasts after "frank discussion of the subject in the Polish Parliament," according to Abbott Washburn, deputy director of the U. S. Information Agency, VOA parent organization.

Addressing members of Sigma Delta Chi, national honorary journalistic fraternity, at the SDX convention's annual banquet in Louisville (Nov. 30), Mr. Washburn said a Warsaw newspaper announced ending of the jamming Nov. 23. Jamming in Poland cost the government $17 million, almost the same amount as the total VOA budget for its world broadcasts in the current fiscal year, Mr. Washburn said.

VOA had noticed a gradual diminishing of the jamming for several weeks, he said, adding that although members of the Polish Parliament are considered to be pawns of the Communist Government, "some of the deputies had the intestinal fortitude to rise on the floor of their Congress and declaim against jamming."

He said that before the Polish cessation of jamming, the sum of $113,490,000 was being spent yearly on VOA jamming in the Soviet Union, Poland, Hungary, Czechoslovakia, Rumania and Bulgaria. There is no jamming right now in Hungary, he said, "undoubtedly as a result of the current dislocation there."

He felt all this money is wasted because despite jamming in some localities, "the broadcasts still get through."

New Canadian Network Provides Link in National Microwave Chain

ANOTHER section of the national Canadian microwave network came into being Dec. 2 when the Maritime Telephone & Telegraph Co. and the New Brunswick Telephone Co. opened their network connecting stations in Canada's Atlantic Coast provinces.

Stations which now have their own regional microwave network are CBHT (TV) Halifax, N. S., CKCW-TV Moncton, N. B., CHSJ-TV St. John, N. B., and CJCB-TV Sydney, N. S. These four stations will be linked with the national Canadian microwave network operated by the Trans-Canada Telephone System late next year when the microwave system will be completed between St. John, N. B., and Quebec City, Que. This will connect the Atlantic Coast stations all the way to Winnipeg, Man., and add CFCY-TV Charlottetown, Prince Edward Island, to the Atlantic Coast network as well.

VOA Director Larson Denies Charge of Inciting Hungarians

DENIAL that the Voice of America incited the Hungarian people to revolt against the Communists was made last Monday by Arthur Larson, newly-appointed director of the parent U. S. Information Agency, in an address before the Pittsburgh Chamber of Commerce.

Meanwhile, some 500 Hungarian language tape recordings of broadcasts by Radio Free Europe's Munich station have been under study by the West German government since Nov. 12 in efforts to determine whether the private enterprise-supported station urged Hungarians to rebellion or helped prolong fighting there. A government spokesman said last week the study will be completed in 10 more days and that nothing so far has been found to support charges against RFE.

In his speech last week, Mr. Larson said charges that VOA incited Hungarians to revolt and promised military aid are being circulated in Hungary and elsewhere by the communist "propaganda machine" to "create distrust of America."

"The true fact," Mr. Larson said, "is that there was no such incitement." All Voice of America scripts are preserved, he said, and show that VOA "aimed only to present the facts of what was going on in the world, and to keep alive a spirit of freedom and hope."

During the uprising, Mr. Larson told the group, the Voice went on a 24-hour schedule, adding 39 live broadcasts in 14 languages to the satellites and the USSR. Relays worked on 18-hour stretches, going home only for brief rests and then returning to studios.

RFE Says East German Station Promised Rebels Western Aid

IN AN announcement representing a new denial that it incited the Hungarian rebellion, Radio Free Europe stated that a communist radio station had identified itself as RFE and told the Hungarian anti-communists that western forces were coming to aid them.

RFE stated "it has become apparent that the Hungarian language broadcasts of several radio stations operating outside Hungary have been confused with Radio Europe transmissions to Hungary during the period of the uprising. Hungarian language broadcasts reporting the massing of western forces to come to the aid of Hungary were beamed to that country by the communist radio located in East Germany," it added.

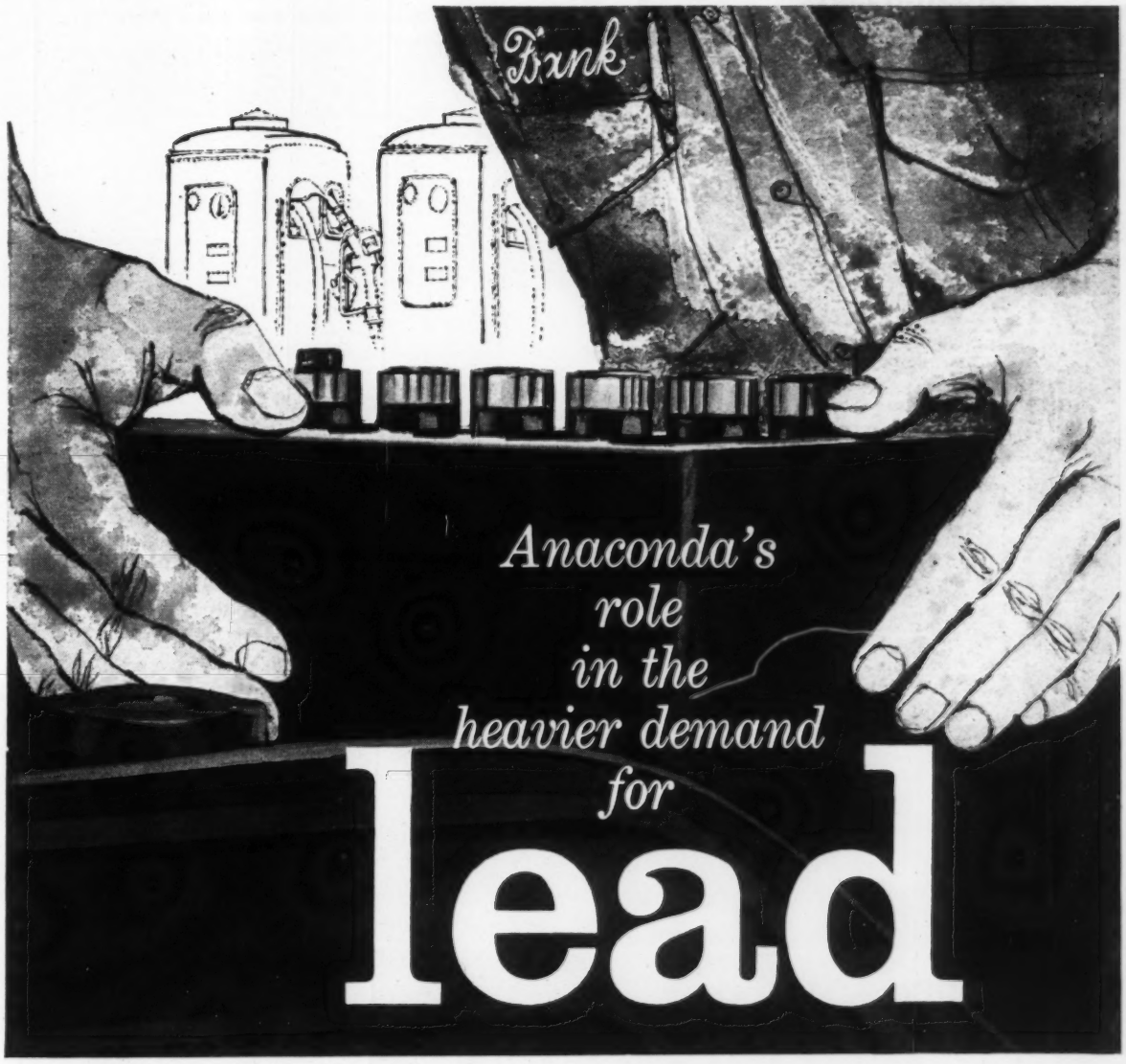
CBC's Matthew Halton Dies

MATTHEW H. HALTON, 52, chief European correspondent of the Canadian Broadcasting Corp. since 1945, died Dec. 3 in London, Eng., after an illness of several months. Prior to joining CBC he had been European and Washington correspondent of the *Toronto Daily Star*.

His first radio work was in 1938 when he reported on Munich in a trans-Atlantic broadcast to U. S. and Canadian networks. He joined CBC in 1943 as a war correspondent covering the European campaigns. He is survived by his wife and two children.

INTERNATIONAL PEOPLE

B. E. Legate, senior account executive of MacLaren Adv. Ltd., Toronto, Ont., to general manager of Assn. of Canadian Advertisers, succeeding **Frank A. Healy,** who has joined Seagram's Ltd., Montreal, Que., as public relations director.



Newer and more "dramatic" metals have lately taken the spotlight from prosaic yet versatile lead. But this heaviest of common metals is experiencing increasingly heavy demand. And lead is one of the many non-ferrous metals which Anaconda has long produced. Anaconda's lead output last year was more than 67,000,000 pounds.

Main factor in the rising demand for lead is its special importance in storage batteries, essential in the trend to motorization on land and sea throughout the world. Other ever-growing uses for lead are in high-octane gasoline and the solders increasingly needed in the automotive and the electrical fields.

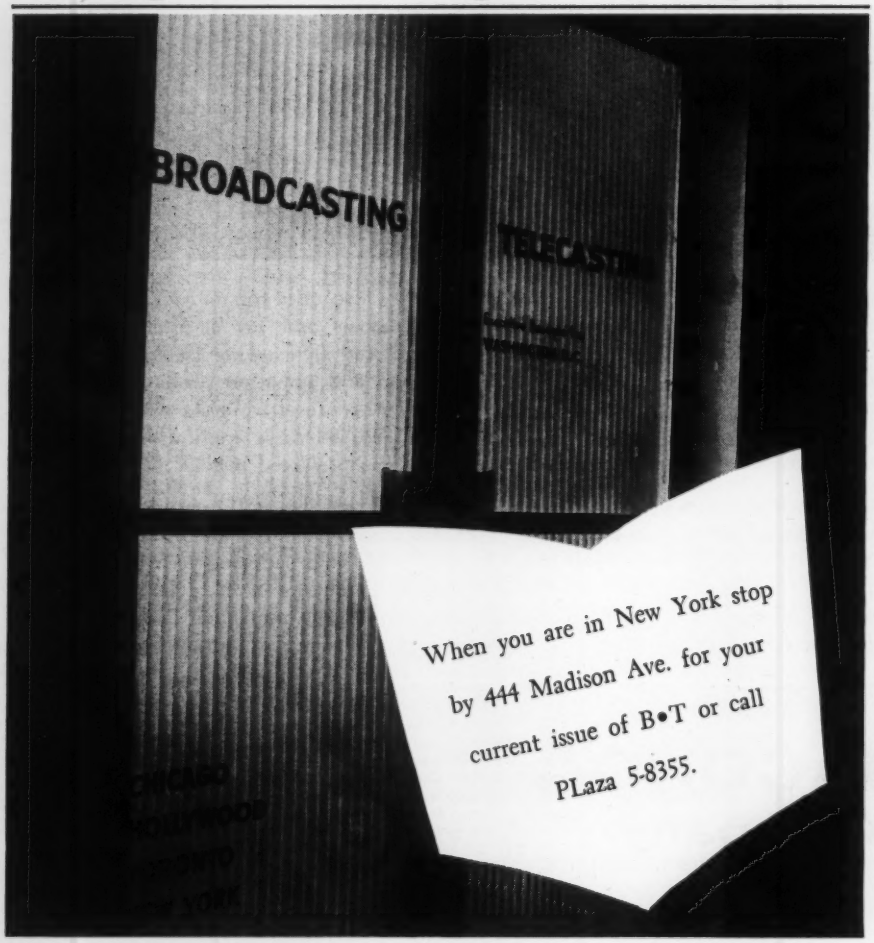
High construction activity also calls for more lead for paints, porcelain enamels and for sheathing power cables. A newer and rapidly growing use is in nuclear energy generation and radiation products demanding lead shielding or protective glass with up to 60% lead content. For all these applications and many more, lead is the preferred metal.

To keep pace with this growing demand, Anaconda is continuing to develop its lead resources and metallurgical research, along with its broadening activity in copper, aluminum, zinc, uranium oxide, a large number of by-product non-ferrous metals and fabricated mill products.

56263 A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company



MILESTONES

NBC Adds 18 to 25-Year Club Bringing Total Members to 149

CEREMONIES were conducted Wednesday at New York's Waldorf-Astoria Hotel for 18 NBC employes, a number that boosts the network's 25-Year Club membership to 149.

The new 25-Year Club additions are:

Jack Anderson, sound effects technician; Alfred W. Gamman, staff writer, press department; Francis G. Connolly, construction man in engineering; Albert W. Frey, supervisor of traffic operations; Thomas P. Gannon, copyright specialist; James Haupt, associate director; William S. Hedges, vice president of integrated services; Frank R. Heitmann, chief electrician, and Edward M. Lowell, manager of facilities administration.

Also: Walter L. Roe, master control engineer; Wilfred Snow, chief painter; Charles Townsend, manager of film-kine technical operations; Edna Turner, music lyric editor; George Voutsas, director; Edith C. Walmsley, copyright assistant; Hilda Watson, public service programs coordinator; Alfred E. Jackson, WBUF (TV) Buffalo, operations, and Carleton D. Smith, WRC-AM-TV Washington vice president and general manager.

► WJBW New Orleans celebrated 30th anniversary.

► ROGER WAYNE, WHLI Hempstead, N. Y., celebrated 31st year in broadcasting.

► ROGER BAKER, WGR-TV Buffalo, celebrated 29th anniversary in broadcasting.

► GEORGE WATSON, personality, WBBM Chicago, celebrated 20th anniversary with station.

► BILL BALANCE, KFWB Hollywood, celebrated 20th anniversary in broadcasting.

WTTV (TV) Bloomington, Ind., celebrated its seventh birthday with a special two-hour telecast. Original staff members presented owner Sarkes Tarzian with a plaque comemorating the seven years. On the birthday set are original staffers (l to r) Robert Petranoff, program manager; Robert Lemon, station manager; Carl Onken, chief engineer; Mr. Tarzian, Susan Sherman, copy and traffic director, and Biagio Presti, broadcast equipment sales division. Other first staffers not pictured during the festivities Nov. 11, are Glenn Van Horn, Mort Weigel, Charles Haines, Bob Young, Wendell Fuller and George Morel.

The Cream *Always* Comes To The Top

FOR MANY YEARS railroad spokesmen have vigorously contended that trucks "skim off the cream" of traffic. Just recently a widely distributed publication of a major rail line said: "Highway carriers skim off the cream. The fact that the average ton-mile revenue of highway carriers is approximately four times that of the railroads indicates the extent to which these carriers seek the higher rate type of traffic between important terminal points."

Does it?

Or does it, rather, indicate that the inherent qualities of truck transport—door-to-door delivery, dispatch, and lower loss and damage, among others—make truck service ideal for certain kinds of traffic which is basically high-rated?

Take less-carload business, for example. It carries the highest rates. Railroads are not geared to handle it physically, and historically they have lost money attempting to compete for this business—total annual losses running into millions of dollars out of pocket many years. Trucks physically are best able to handle this kind of traffic. Maybe you could call this "cream" for trucks but it is sour milk for railroads.

Or take coal, or any one of a dozen low-rated commodities. Railroads, again for inherent reasons, can haul this traffic and do very well indeed on the profit side. For them it would be "cream." Trucks, except in special situations, aren't as closely tailored to this kind of hauling as are the rails, and such traffic would not be "cream" for trucks.

Whether traffic is "cream" or not "cream" depends upon the shipper's needs and the carrier's ability to meet them efficiently and economically, not whether it is high-rate or low-rate traffic.

Moreover, each carrier's "cream" tends to rise to the top—carriers generally get that business which they can do the best job of handling.

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

NORTH SOUTH EAST OR WEST

• "The reception is wonderful and I just can't express the thrills we have because you are affiliated with CBS."
BLUEFIELD, WEST VIRGINIA

• ". . . .You are certainly putting a beautiful picture down here."
RANDLEMAN, NORTH CAROLINA

• "I thought maybe you would like to know that I am getting a perfect picture, and we're 96 miles from the city limits of Roanoke."
WAYNESBORO, VIRGINIA

• "Your picture by far exceeds any we have ever had here."
RUPERT, WEST VIRGINIA

• "The reception is real good. We live 100 miles from Roanoke."
ADKINS, VIRGINIA

• "Your signal here is excellent."
HIGH POINT, NORTH CAROLINA

CBS AFFILIATE

TOP POWER
316,000 Watts

TOP ELEVATION
2000 feet above average terrain—3936 feet above sea level

Ask Peters, Griffin, Woodward!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

PROGRAMS & PROMOTIONS

WMAL-TV Installs Bowling Lanes

WMAL-TV Washington is planning to carry a live duck pin bowling show. The bowling alleys are being installed in the station's studios. The two lanes will be equipped with automatic pin-setting machines and will cost approximately $25,000. Production plans call for three cameras, one mounted on a platform behind the bowlers, another mid-way down the alleys and the third at the positions taken by the official scorer and the announcer. The live telecasts will feature matches between the top bowlers in the metropolitan area. The station also plans on nationally known bowling champions for guest appearances.

Holds Elvis Presley Contest

RAY BRIEM and Paul Coburn, KLUB Salt Lake City, Utah, disc jockeys, featured a contest recently asking whether or not listeners liked Elvis Presley. Mr. Briem fought against the singer and Mr. Coburn was for him. They asked the listeners to send in their votes which were counted on the stage of a local theatre carrying *Love Me Tender*. It was reported that over 5,000 votes were counted and that Presley won by 35 votes. The losing disc jockey agreed to wear purple side burns for one week. A hound dog and a pair of blue suede shoes were presented to the listeners who had sent in the best letters as to why they liked Elvis Presley.

Transcribes French Programs

AN HOUR of French programming designed for students of that language has been initiated on WNIB (FM) Chicago, with emphasis on French culture and celebrities. The hour comprises *Paris Star Time*, a transcribed program from the French Broadcasting System, and *The French Scrapbook*, featuring novel tunes from France and celebrity interviews. Latter is conducted by Jacques Amram, instructor with Div. of Social Center, Chicago Board of Education and Berlitz School of Languages. Music and items of interest are announced in both English and French.

Devotes Am to Bible Reading

WHTN-AM-FM Huntington, W. Va., will devote its entire am broadcasting day on Sundays Dec. 9, 16, and 23 to the reading of the King James version of the New Testament from beginning to end. The reading will be by recordings produced by Audio Books and will require 23½ hours. The idea was presented to the station as a local Lions Club project.

KTRK-TV Begins 'Soundtrack'

WITH the idea in mind that the "busy people" like a maximum of music and a minimum of talk while they are doing their daily chores, KTRK-TV Houston has introduced a new show, *Soundtrack*. The morning program will enable listeners and viewers to go about their routines without having to sit in front of the set. The program features the latest in pop records, news, weather information and time service.

'MISS KISSABLE'

NATIONAL publicity came the way of WARL Arlington, Va., via its "Miss Kissable of 1956" contest, originated by Washington news correspondent Jock Laurence. United Press and International News Service both circulated wirephotos of "Miss Kissable," Jean Linck, to subscribers over the U. S. and UP's Harmon W. Nichols did a feature story on the contest.

Miss Linck's lips were selected as most kissable from over 5,000 lipprints mailed to the station.

Following several requests from other stations for permission to run their own contests, WARL is formulating plans to conduct a nationwide contest next year with the national finals in Washington.

Mr. Laurence first held a variation of the "Miss Kissable" contest in 1943 in Miami, Fla., but all rights now belong exclusively to WARL. The station has requested a copyright on the idea.

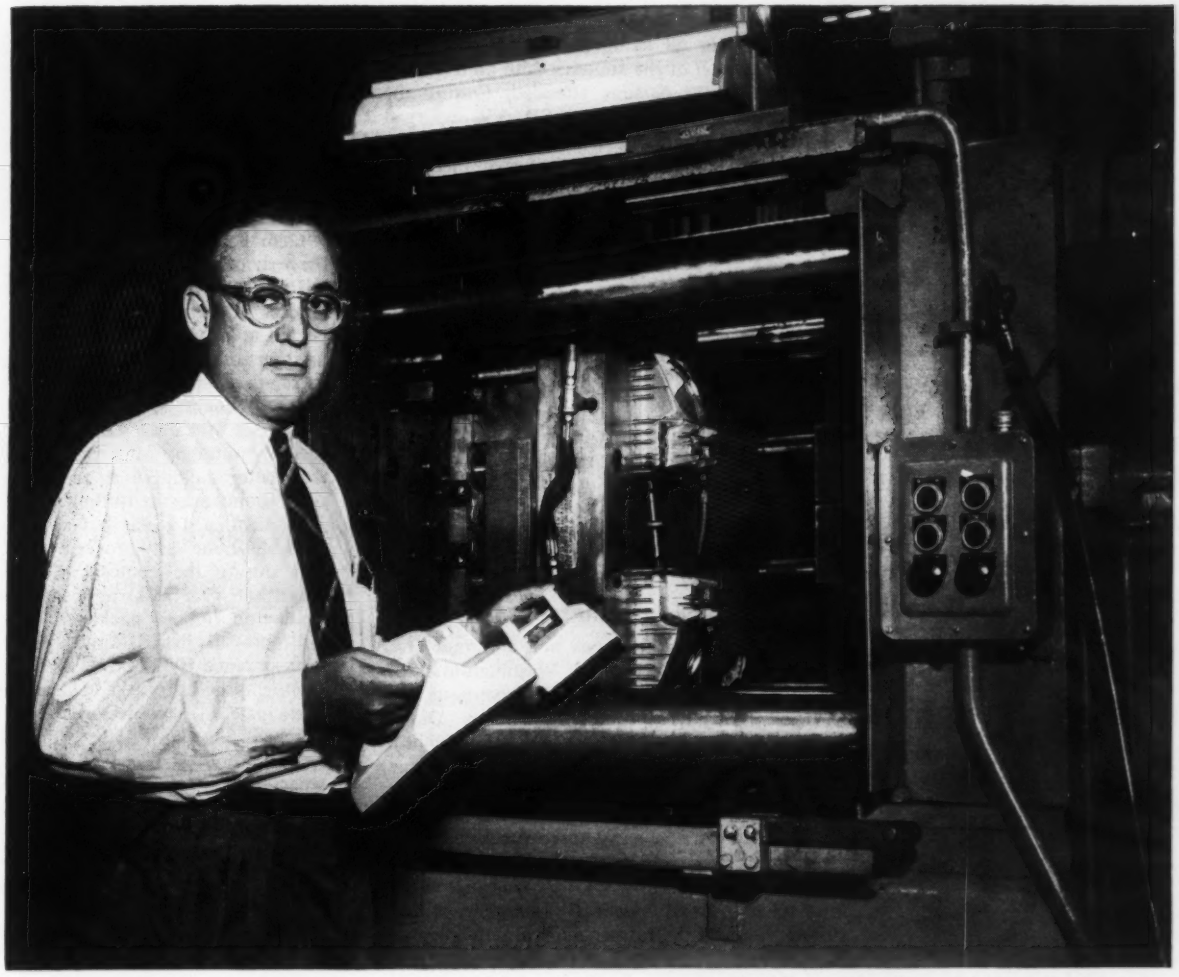
JEAN LINCK receives certificate from WARL Vice President and General Manager Ray Armand naming her "Miss Kissable of 1956."

WSAI Signs for 1957 Football

WSAI Cincinnati and the U. of Cincinnati signed a contract covering radio broadcast rights for the 1957 U C football season. This marks the third consecutive year that WSAI has exclusive rights to the games and the sixth year that the broadcasts will be carried over the station. Sports Director Dick Baker will do the play-by-play, also for the sixth straight year.

Broadcasts from Jail Cell

IN ORDER to plug safe driving, KDAY Hollywood, made arrangements to do a day's broadcasting from a jail cell in the Beverly Hills police station. In addition to its regular features, KDAY invited music and motion picture personalities to make guest appearances on its shows to help plug the safe driving campaign.



Engineer Barney Hitchcock removes telephone housings from mold press for inspection.

Cost Reduction Engineering and Your Telephone

Barney Hitchcock as an engineer at Western Electric for the past 20 years has had many important assignments . . . on production engineering, time and motion study, cost reduction.

That latter objective—cost reduction—is particularly meaningful to you and the people in your community. For through it, Barney and hundreds of other Western engineers like him concentrate time and efforts on finding ways to make Bell telephone equipment at lower cost.

Just what effect does this have in *your* town? Simply this. Because we are a part of the Bell System – its manufacturing and supply unit – savings we make in our operations are reflected in the cost of furnishing telephone service. Such savings help keep down the cost of equipment your Bell telephone company buys from us.

It's one more reason why the cost of your local Bell telephone service has gone up so much less than most other things you buy.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

MEMO: TO TIMEBUYERS!

FIRST IN THE WORLD WITH A MILLION+

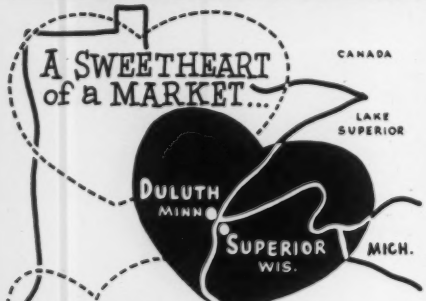
NOW—cover ALL Northeastern Pennsylvania with 1½ Million Sales-packed Watts!

LEADERSHIP . . . COVERAGE . . . POWER

GET THE FACTS!

WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

A SWEETHEART of a MARKET...



IN THE HEART of a NEW METAL EMPIRE

2nd Largest Market in the Northwest
Hundreds of millions of dollars spent and proposed—TACONITE MINING—New Towns—SEAWAY—New Payrolls
To reach and sell this vital market your best buy is WDSM-TV.
Top TV at the Top of the Nation

WDSM-TV
NBC — CHANNEL 6
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WTRC Holds Open House

WTRC Elkhart, Ind., held open house last month for all its sponsors and listeners in celebration of the station's 25th anniversary. Over 7,500 persons attended, touring the station and its affiliate WSJV-TV. Morgan Beatty was present to meet the visitors and also took part in several special memorial programs.

ABC Radio Programming Changes

THE *Bobby Hammack Show*, a new across-the-board musical weekday series on ABC Radio, will premiere Dec. 31. The time period is still to be scheduled. In announcing the new show, ABC also listed *Jack Paar Show* (currently aired Mon.-Fri., 11:15-11:30 a.m.) among its new program changes. The show will be heard 15 minutes earlier, effective Dec. 31. This move puts the *You and Your Marriage* program with Dr. Paul Popenoe in the 11:15-11:30 a.m. slot. The Popenoe program is currently heard weekdays at 11:35-11:45 a.m.

WOL Music Format Boosts Sales

CHANGE to a serious music format after 9 p.m. has taken WOL Washington into a sold-out status for the daily three-hour programming, according to Charles Dillon, WOL vice president. The seven-night-a-week *Good Music Time*, with Paul Hume, *Washington Post & Times-Herald* editor, achieved this record in a little over a month. The hours now yield three times their previous revenue. WOL adopted the good-music format after WGMS Washington was taken over by General Teleradio, with a revision of the former musical schedule.

Distributes Toll Tv Booklet

A NEW booklet claiming to present a cross-section of views favoring subscription tv is being distributed to trade by Zenith Radio Corp. The booklet includes an accompanying letter by Ted Leitzell, assistant to the president of Zenith, and purports to include reproductions of letters sent to the FCC and opinions of various individuals and organizations, as well as newspaper clippings, favorable to toll tv. In the letter, Mr. Leitzell notes that this "vital public interest issue" is still to be decided in the wake of the recent political elections.

Offers Record Premiums

MOTOROLA Inc. has announced a new phonograph sales promotion campaign involving record packages for tie-in premiums. Four separate packages will be offered to distributors for use with phonograph sales. They include such recording labels as Mercury, Decca, Columbia and London. One package consists of 30 records on 15 45 rpm discs shipped in plaid carrying case with handle and gold hardware, while another (the largest) has 100 recordings on 50 discs. Another has recordings on 78 rpm discs. All packages are provided to distributors at a price allowing inclusion of records as tie-ins with phonograph merchandise or permitting dealers to work out package deals.

SILVER TONGUE

HOW does the Italian-speaking population of New York's metropolitan area responded to offers programmed in that tongue? WOV, a foreign language station, airing 10½ hours of Italian daily, has an answer. General Manager Ralph N. Weil points to the following WOV results:

Gem Packing Co., which earlier in the year offered purchasers of Gemma Oil a special premium consisting of a modest string of rosary beads, expected at best 700 requests, following an insert of but six simple mentions on its regularly sponsored show. Most recent mail count: 8,105 pieces.

Buitoni Macaroni Co. conducted a special promotion March through July that required contestants to submit inserts found only in Buitoni packages. The client, a 14-year old sponsor of a quarter-hour daily program, reported that during the contest's 17 weeks, more than $161,280 was spent by consumers on 768,000 packages.

Progresso Brand food products, sponsor since 1949 of WOV's *One Big Family* program, asked listeners to participate in a contest requiring the purchase of at least $12 worth of Progresso products. Close to 11,000 listeners took part, sending in coupons representing well over $130,000 in purchases.

WIP Covers Brooklyn Explosion

AS SOON as word was received of a tanker explosion on Pier 37 at 34th St. in Brooklyn, WIP Philadelphia special events director, Sam Serota, had the Coast Guard duty officer give a detailed report of the disaster. Following this, WIP interviewed, by beeper phone, the owner of a hardware store one block from the explosion. The accident caused windows eleven blocks away to be shattered and sent debris flying on an eight block area. Minutes after these interviews telephone lines were reportedly knocked out of service in the area.

More People are Looking MORE at WABT
BIRMINGHAM
Alabama's Best in Television
BLAIR-TV

"I scan Ad Age in the office and read it thoroughly at home"

says **JOHN P. CUNNINGHAM**
President
Cunningham & Walsh Inc.

JOHN P. CUNNINGHAM

"Advertising Age is the one paper in the field that gives me a chance to get a complete and contemporary picture of the many-sided and fast-moving business of advertising. I think it is one of the most vital magazines in the field, and after scanning it in the office, I always take it home and read it thoroughly every week end."

After graduating from Harvard, Mr. Cunningham started his career as an artist and layout man at Newell-Emmett advertising agency. Two years later he shifted to copy and in 1930, became vice-president in charge of creative production. In 1950, he was elected executive vice-president when the agency became a corporation under the name Cunningham & Walsh. Mr. Cunningham was elected president in 1954 and today pilots the agency which handles the advertising of such outstanding advertisers as Texaco, Sunshine Biscuits, Colgate-Palmolive, Squibb, etc. In 1952-53 he was chairman of the board of the American Association of Advertising Agencies and is presently on the council of the 4 A's.

For most of the important people in advertising and marketing today, Advertising Age is the editorial eye that gives 3-d perspective to this many-sided and fast-moving business. More than just a trade newspaper, Ad Age gives insight, shape and substance to advertising-marketing news, trends and developments—not only to those who *activate,* but to those who *shape* important market and media decisions.

Cunningham & Walsh, for example, rated among the top 17 agencies in broadcast advertising last year with a radio-tv billing of $17,000,000* (total billings—$47,800,000). Among its clients are such important broadcast advertisers as American Telephone and Telegraph Co., J. A. Folger & Co., and Sunshine Biscuit, Inc. During the first six months of 1956, these three advertisers alone placed a total expenditure of $3,385,100 in just spot tv.**

Every week, 58 paid subscription copies of Ad Age get read in the homes and offices of important C. & W. executives. Further, each of the three advertisers mentioned above are paid-subscribers to AA, with numerous subscription copies getting read, routed and discussed among their advertising and other management executives.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and **you'll recognize in Advertising Age a most influential** medium for swinging broadcast decisions your way.

*Broadcasting-Telecasting's 1955 report
**N. C. Rorabaugh Co. for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

WHBF
coverage area has
1,102,500
people who spend
$1,339,059,000.
(Total Retail Sales. S. M. Buying Power)
CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

PROGRAMS & PROMOTIONS

ABC Offers Mood Music Record

ABC-PARAMOUNT, recording division of American Broadcasting-Paramount Theatres Inc., and the Mennen Co., Morristown, N. J., have effected a tie-in whereby the former will release a new mood music record, "Music for Expectant Mothers." A four-color photograph that appears on the recording will be used in a special Mennen Baby Products print advertising campaign with the copy to be seen in *Life, Good Housekeeping, True Story* and *Modern Romances*. Grey Adv., Mennen's agency, is planning a heavy merchandising campaign with disc jockeys and women editors. To aid in selling the record, Mennen, which will join S. C. Johnson & Son as co-sponsor of the *Robert Montomery Presents* program on NBC-TV next January, will feature special color commercials built around the photograph.

WCKR-WCKT (TV) Momento

A SILVER colored key chain was the memento of the dedication of Biscayne Tv Corp.'s WCKR and WCKT (TV) in Miami. The front has an artist's engraving of the studios and the back gives the station's call letters.

ABC Promotes 'Color Radio'

"COLOR RADIO" is here . . . and ABC's got it! At least that's the story contained in a pink tinted brochure issued last week by ABC Radio's promotion department on behalf of Park & Tilford (Tintex), the sponsors of ABC Radio's *When a Girl Marries* and *Whispering Streets*. According to the promotion piece, the two ABC Radio daytime serials show "ten shades of stirring, colorful . . . drama to emphasize the emotional power" of the two programs. Concludes ABC: "color radio beams it . . . and puts it across."

CFAC Holds Music Discussion

CFAC Calgary, Alta., has a discussion show on new records from a local music shop. The program, *Turn Table Round Table*, is aired every Saturday morning and has a panel recruited from listeners who ask to be on it. The panel, which changes every week, gives its candid opinions on new record releases played at the music shop during the program.

RADIO TURNS TRICK

HOW radio moved hardware in Fresno, Calif., is told by Ed Ohanian, owner of Palm & Shields Variety and Hardware Store there, in his report to Dave Maxwell, manager of KBIF Fresno. Mr. Ohanian bought 85 one minute and 30-second spots on KBIF for $271 to promote a two-week sale. No other advertising was used. Result: "We realized a gross of over $8,000. This was the biggest sale we have ever had."

But radio's impact is emphasized by the store owner's notation that the previous year he had spent $2,800 in a local newspaper "with no apparent results. For the sale immediately preceding our last one, we spent $1,800 in Fresno newspapers. This sale extended for three weeks and we realized only $4,000 gross."

KWG's 'Pearl of Wisdom'

AS AN introduction to KWG Stockton, Calif., and its new owners, all major retail stores in the city were visited by models giving gift boxes to the owners or advertising managers. A simulated pearl and a "pearl of wisdom" testimonial by one of the station's advertisers, a local jewelry firm, were contained in the boxes. The businessmen were also presented with a certificate of introduction to KWG which entitled the holder to 10 spot announcements free if an order for five or more spots was purchased at the regular rate.

Magnavox Gives Christmas Record

AN l.p. recording of Christmas carols by the Magnavox Chorus is being distributed to dealers. It is to be given to the purchasers of Magnavox hi-fi phonographs. The group, made up of company employes and their families, holds several first places in musical contests. Included with the record is a booklet telling about hi-fi, the chorus and the history of the selections on the record. Among the carols chosen for the record are "Silent Night," "Jolly Old Saint Nicholas" and "Joy to the World." Record contains 11 carols in all.

Standard Super Sound Effects
Are a Must—
If you want your commercial "spots" to command attention. Special "Best sellers" - 25 of our most popular discs—available at package price.
Free catalog and "cue teasers" (spots cued to sound effects) sent on request.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Also send for details on the new Lawrence Welk Library Package

Houses Mobile Unit in Bus

CKY Winnipeg, Man., has a complete mobile studio which is housed in a bus. The station has four cars and a station wagon as part of its mobile fleet, in addition to its "studio on wheels," to bring local community event programs to its listeners. The mobile studio is equipped with a shortwave transmitter to carry the program broadcast from the unit to the CKY transmitter or downtown studios.

Santa Claus Comes to Town

IN a special Christmas promotion, radio station WTOB arranged for Santa Claus to fly into the Winston-Salem, N. C., area via the station's "North Pole Special" plane. It was reported that a crowd of 3,000 gathered to welcome him. WTOB's mobile studio was on hand at the airport for the event.

WRCA's Radio Portfolio

WRCA New York has distributed copies of the WRCA Radio Portfolio to agencies and advertisers. The portfolio is made up of charcoal sketches of the station's personalities who are described as "some of the finest salesmen in N. Y." The promotion piece contains drawings of Bill Cullen, Tex and Jinx McCrary, Ken Banghart, Al "Jazzbo" Collins, Johnny Andrews, Bob Wilson, Ben Grauer and Jimmy Powers, among others and were drawn by Tom Allen.

Ziv Records Theme Music

ZIV Television Programs, N. Y., has announced that the theme music of its *Highway Patrol* film series has been recorded by Cyril Stapleton for London Label, marking the first tie-in between Ziv Tv and a major recording company for a theme promotion.

WMT-TV Promotes New Tower

WMT-TV Cedar Rapids, Iowa, is distributing a ball of twine with an automatic dispenser to promote its new tower. On the top of the dispenser it says, "This string is 1450′ . . . more than one quarter mile . . . in length. It's as long as our new tower is tall. (The tower is one of the three highest in the world.)" The sides of the dispenser give the call letters, mailing address and national representatives.

buy and use
CHRISTMAS SEALS
fight tuberculosis

available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

Merle Kimball, Prog. Dir. of KTOY-FM, Tacoma, Wash. writes:

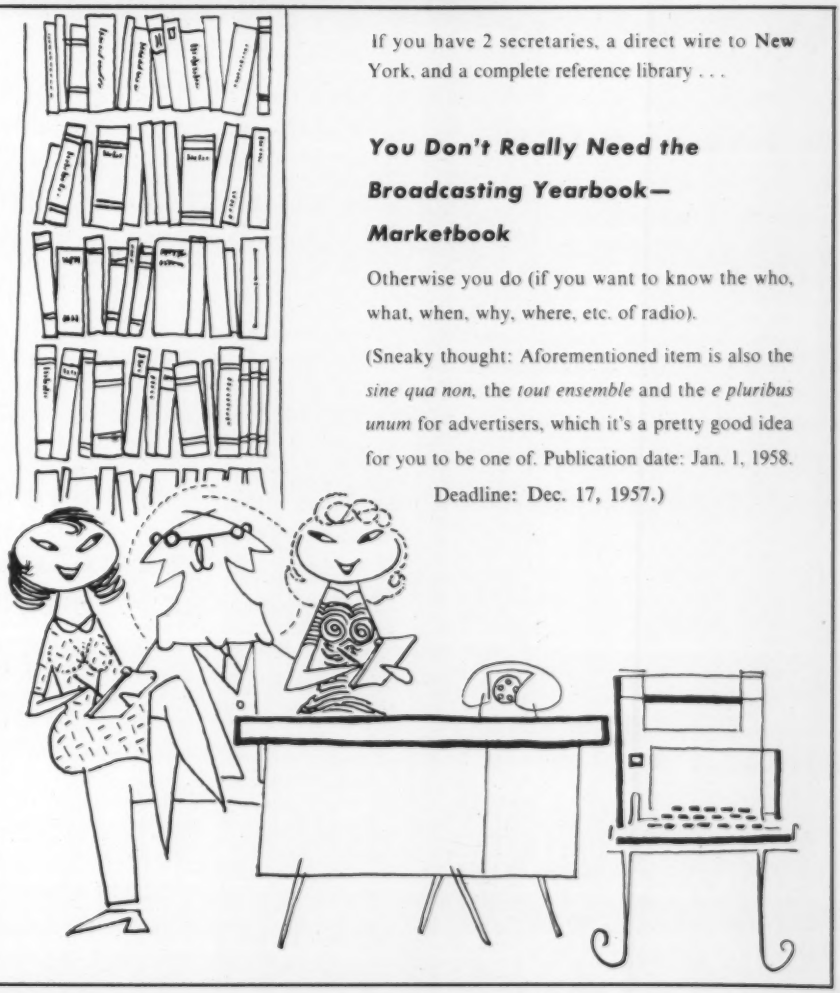
"The SESAC Library and its bridges, moods and themes help give our radio service to the Puget Sound Area the distinctiveness and atmosphere of good taste we strive to have listeners associate with our type of program structure.

"And . . . the quality of the SESAC discs is outstanding."

The SESAC Transcribed Library in spectacular sound costs as little as $1.50 a day for the complete library . . . or . . . may now be leased in sections at most nominal costs.

You, too, will definitely find it possible to obtain better balanced, top quality programming at low cost with the SESAC Transcribed Library

Write today for audition discs.



If you have 2 secretaries, a direct wire to New York, and a complete reference library . . .

You Don't Really Need the Broadcasting Yearbook— Marketbook

Otherwise you do (if you want to know the who, what, when, why, where, etc. of radio).

(Sneaky thought: Aforementioned item is also the *sine qua non*, the *tout ensemble* and the *e pluribus unum* for advertisers, which it's a pretty good idea for you to be one of. Publication date: Jan. 1, 1958.

Deadline: Dec. 17, 1957.)

Daily Visitors in 551,00 Homes in Western New York State*

* Plus a bonus of 584,000 Canadian Homes

ABC Basic Affiliate

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

MILESTONES
for January

BMI's series of program continuities spotlights the important events on the American scene. January's release features four complete half-hour shows—smooth, well-written scripts ready for immediate use.

"SANTA'S WORK IS NEVER DONE"
(Only 11 More Months 'Till Xmas)
January 1, 1957

"MUSIC OF THE UNITED NEIGHBORS"
January 6, 1957

ROBERT E. LEE
(150th Anniversary)
Born: January 19, 1807

"THE GENTLEMAN REBEL"
John Hancock
Born: January 23, 1737

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications
(As Compiled by B • T)

November 29 through December 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. **DA**—directional antenna. **ERP**—effective radiated power. **vhf**—very high frequency. **uhf**—ultra high frequency. **ant.**—antenna. **aur.**—aural. **vis.**—visual. **kw**—kilowatts. **w**—watt. **mc**—megacycles. **D**—Day. **N**—night. **LS**—local sunset. **mod.**—modification. **trans.**—transmitter. **unl.**—unlimited hours. **kc**—kilocycles. **SCA**—subsidiary communications authorizations. **SSA**—special service authorization. **STA**—special temporary authorization.

Am-Fm Summary through Dec. 5

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,986	2,958	169	338	126
Fm	533	516	43	42	0

FCC Commercial Station Authorizations
As of October 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearings	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

* **Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Dec. 5

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	376	91	467[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	318	655[3]
Noncomm. Educational	23	21	44[4]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,045	337	815	566	1,382[5]
Noncomm. Educ.	63		36	27	63[4]
Total	1,108	337	851	593	1,445[5]

[1] **173 cps (33 vhf, 140 uhf) have been deleted.**
[2] **One educational uhf has been deleted.**
[3] **One applicant did not specify channel.**
[4] **Includes 44 already granted.**
[5] **Includes 702 already granted.**

New Tv Stations . . .

ACTION BY FCC

Birmingham, Ala. — Birmingham Television Corp. granted uhf ch. 42 (638-644 mc); ERP 16.6 kw vis., 8.91 kw aur.; ant. height above average terrain 770 ft., above ground 589.25 ft. Estimated construction cost $134,000, first year operating cost $300,000, revenue $350,000. P. O. address, Room 642, 190 N. State St., Chicago. Studio and trans. location Birmingham. Geographic coordinates 33° 29′ 09″ N. Lat., 86° 47′ 26″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include **Harry** and **Elmer Balaban**, with midwestern theatre interests, 50% owners, **WICS (TV) Springfield, Ill.**; 50% of **WTVO (TV) Rockford, Ill.**; 50% **WMCM (TV) Grand Rapids, Mich.**; 50%, **WRIT Milwaukee** and are applicants for WICS satellite in White Heath, Ill., and interest in **KFBI Wichita, Kan.** Announced Nov. 29.

APPLICATIONS

Butte, Mont.—Arthur W. Schwieder, vhf ch. 6 (82-86 mc); ERP 6.4 kw vis., 3.2 kw aur.; ant. height above average terrain 3,170 ft., above ground 90 ft. Estimated construction cost $161,091, first year operating cost $175,000, revenue $150,000. P. O. address 285 Marjacq Ave., Idaho Falls, Idaho. Studio location to be determined. Trans. location Red Mountain. Geographic coordinates 45° 46′ 07″ N. Lat., 112° 29′ 00″ W. Long. Trans. and ant. RCA. Legal counsel Wilkinson, Cragun, Barker, Hawkins, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington. Mr. Schwieder is pres.-7.8% owner, **KID-AM-TV Idaho Falls.** Announced Dec. 5.

Elk City, Okla.—Southwest Bcstg. Co., vhf ch. 8 (180-196 mc); ERP 14.86 kw vis., 7.43 kw aur.; ant. height above average terrain 123 ft., above ground 203 ft. Estimated construction cost $55,537, first year operating cost $70,000, revenue $77,000. P. O. address % **Lonnie J. Preston, KASA Elk City.** Studio and trans. location Section 15, Twp. 11-N, Range 21-W. Geographic coordinates 35° 25′ 28″ N. Lat., 99° 24′ 52″ W. Long. Trans. DuMont, ant. Prodelin. Legal counsel Abe L. Stein, Washington, D. C. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant, owned by Mr. and Mrs. Preston, is licensee of KASA. Prestons hold 65.66% interest in **KWOE Clinton, Okla.** Announced Dec. 5.

Existing Tv Stations . . .

ACTIONS BY FCC

WCBC-TV Anderson, Ind.—Granted mod. of

R. C. CRISLER & COMPANY, INC.

R. C. CRISLER — PAUL E. WAGNER

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

cp to change to ch. 26, ERP to 20.9 kw vis., 11.2 kw aur., change type ant. and make other equipment changes. (Ant. 500 ft.) Announced Dec. 4.

KOTA-TV Rapid City, S. D.—Granted mod. of license and cp to change name to Duhamel Enterprises Inc. Announced Dec. 4.

KOSA-TV Odessa, Tex.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur., change type trans. and make minor equipment changes. Announced Dec. 4.

APPLICATIONS

WPTV (TV) West Palm Beach, Fla.—Seeks mod. of cp to change corporate name to **John H. Phipps Bcstg. Stations Inc.** Announced Dec. 5.

KTVH (TV) Hutchinson, Kan.—Seeks cp to change ERP to 316 kw vis., 158 kw aur., change type trans. and install new vis. and aur. amplifiers. Announced Dec. 5.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp to change ERP to 14.82 kw vis., 8.14 kw aur., install new trans. and make other equipment changes. Announced Dec. 5.

WJHL-TV Johnson City, Tenn.—Seeks mod. of cp (which authorized new tv) to change ERP to 316 kw vis., 158 kw aur., make ant. and equipment changes. Announced Nov. 29.

APPLICATIONS AMENDED

WXTV (TV) Youngstown, Ohio—Application seeking mod. of cp amended to change frequency from ch. 73 (824-830 mc) to ch. 45 (656-662 mc) and to furnish additional ant. data. Announced Dec. 5.

KDLO-TV Florence, S. D.—Application seeking license to cover cp amended to change studio location to trans. site, 0.5 mi. N. of Garden City, S. D., and request waiver of Sec. 3.613 of rules. Announced Dec. 5.

WMTV (TV) Madison, Wis.—Application seeking license to cover cp amended (in response to FCC letter of 10-18-56) to specify ERP as 168 kw vis., 90.1 kw aur., specify DA and other equipment changes. (Contingent on filing and grant of mod. of cp to cover changes in facilities specified above.) Announced Dec. 5.

Allocations . . .

ACTIONS BY FCC

Deintermixture petitions denied—By memorandum opinions and orders of Nov. 28 Commission denied following petitions directed to outstanding proposed rule-making in respective deintermixture proceedings, with Comr. Doerfer dissenting:

Hartford, Conn.; Providence, R. I.—By **Travelers Bcstg. Service Corp.** (conditional grantee of ch. 3 **WTIC-TV Hartford** to reconsider proposal in Hartford-Providence proceeding in Docket 11748; denial is without prejudice to Commission's right to consider contentions in instant petition in connection with comments in this proceeding. (Outstanding rule-making would make Hartford all-uhf by deleting only vhf ch. 3 and giving it to Providence, transferring only ch. 61 at **Easthampton, Mass.**, to Hartford, and deleting only ch. 65 at **Meriden, Conn.**)

Peoria, Rock Island, Ill.—By **WIRL Television Co.** (conditional grantee of ch. 8 **WIRL-TV Peoria, Ill.**) to reconsider proposal and for evidentiary hearing in Peoria-Rock Island proceedmg in Docket 11749; denial is without prejudice to Commission's right to consider contentions in petition in connection with comments in this proceeding; also denied WIRL request for extension of time to file comments. (Outstanding rule-making would make Peoria all-uhf by deleting its only vhf ch. 8 and adding chs. 25 and 31 to present chs. 19, educational *37, and 43; **Davenport-Rock Island-Moline** area would have chs. 4, 6, educational *30, 36 and 42.)

Peoria, Ill.—By **WMBD Inc. (WMBD-AM-FM Peoria)** to sever proposal in Peoria case to assign ch. 31 to Peoria from deintermixture portion and to institute separate rule-making to assign ch. 31 to that city.

Springfield, Ill.; St. Louis, Mo.—By **WMAY-TV Inc.** (conditional grantee of ch. 2 **WMAY-TV Springfield**) to rescind proposed rule-making in Springfield-St. Louis proceeding in Docket 11747 or, alternatively, for consolidated evidentiary show cause and formal rule-making proceeding; denial is without prejudice to Commission's right to consider contentions in instant petition in connection with comments in this proceeding; also denied WMAY-TV request for extension of time to file comments. (Outstanding rule-making would make Springfield all-uhf by deleting its only vhf ch. 2, and giving it to either St. Louis or **Terre Haute, Ind.**, or both, and adding chs. 26 and either 36 or 39 to Springfield in addition to its present chs. 20 and educational *66.)

Evansville, Ind.—By ch. 7 **WTVW (TV) Evansville** to withdraw outstanding rule-making in Docket 11757 which would make Evansville all commercial uhf by removing present educational reservation from ch. 56, thus giving that city chs. 50, 56 and 62 for commercial use, and either make ch. 7 educational there or, as proposed in counter-filings, place that channel in **Louisville, Ky.**, for commercial use; denial of instant petition is without prejudice to Commission's right to consider contentions thereof in connection with comments in this proceeding; also denied WTVW request for extension of time to file comments in that docket until 60 days after Commission releases its order establishing methods for computing coverage data.

Elmira, N. Y.—By **Veterans Bcstg. Co.** to reconsider proposal in Docket 11758 which would make Elmira all-uhf by eliminating only present vhf ch. 9 and adding ch. 30 to present chs. 18 and 24; denial is without prejudice to Commission's right to consider contentions in instant petition in connection with comments in this proceeding.

Madison, Wis.—By ch. 3 **WISC-TV Madison** to withdraw rule-making in Madison proceeding in Docket 11754, for partial reconsideration of Report & Order in general tv allocations proceeding in Docket 11532, and for adjudicatory evidentiary hearing in any proceeding affecting ch. 3 in Madison; denials are without prejudice to Commission's right to consider contentions of petitions in connection with comments in this proceeding; also denied WISC-TV request for extension of time to file comments.

Proposed rule-making—Vancouver, Wash.—By notice of proposed rule-making, Commission invites comments by Dec. 28 to petition by ch. 21 **KVAN-TV Vancouver** to amend tv table of assignments to assign ch. 2 to Vancouver; denied KVAN-TV request for show cause order to modify authorization of KVAN-TV on ch. 2 instead of ch. 21.

Fort Smith, Ark.—By memorandum opinion and order Commission denied petition by ch. 22 **KFSA-TV Fort Smith** requesting that **American Television Co.** be ordered to show cause why cp for ch. 5 **KNAC-TV Fort Smith** should not be revoked and why cp should not be modified so as to include condition that no construction will be undertaken until initiation and conclusion of rule-making proceedings to delete ch. 5 assignment from Fort Smith. Comr. Mack abstained from voting. Announced Nov. 29.

Springfield, Mass.—By memorandum opinion and order Commission denied petition by ch. 22 **WWLP (TV) Springfield** for reconsideration of Commission's June 26 report and order in Docket 11532 insofar as it amended Secs. 3.614 (b) and 3.699 of rules to increase maximum authorized power of uhf stations from 1 mgw. to 5 mgw. Announced Nov. 29.

Albany-Schenectady-Troy, Vail Mills, N. Y.; Fresno-Santa Barbara, Calif.—By memorandum opinion and order denied following petitions for

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE BOSTON MASS

HOTEL
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So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

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Radio and Television Stations
are accused of Committing
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SLANDER
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effectively against embarrassing loss by having our unique policy at almost trifling cost.
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extension of time to file comments in rule-making proceedings: by **Van Curler Bcstg. Corp.** in Albany-Schenectady-Troy and Vail Mills Docket 11751; by **California Inland Bcstg. Co.** in Fresno-Santa Barbara Docket 11759, and by **Kear & Kennedy** in Dockets 11747-59 and 11799. Announced Nov. 29.

PETITIONS

Lamar, Colo.—KLMR Lamar requests amendment of Sec. 3.606 by instituting rule-making to add ch. 12 to Lamar. Announced Nov. 30.

Gulport, Miss.—I. K. Corkern Jr. d/b as State Telecasting Co. requests amendment of Sec. 3.606 (b) by instituting rule-making to make ch. 13 in **Biloxi, Miss.**, available for use only by a noncommercial educational broadcast station and ch. 44 available for commercial broadcast use. Announced Nov. 30.

Translators . . .

ACTION BY FCC

Winnemucca, Nev.—Winnemucca Lions Club granted ch. 76 (842-848 mc) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w ERP to community 53.6 w. P. O. address Box 732, Winnemucca. Estimated population to be served 3,500. Estimated construction cost $6,352, first year operating cost $724. Announced Nov. 29.

APPLICATIONS

Salmon, Idaho—Lemhi Television Corp. seeks chs. 70 (806-812 mc) and 73 (824-830 mc) to rebroadcast ch. 3 **KID-TV Idaho Falls, Idaho.** P. O. address Salmon. Trans. output 10 w each, ERP to community 56.7 w and 53.55 w, respectively. Estimated population to be served 5,000. Estimated construction cost $6,423 and first year operating cost $3,680, respectively. Announced Dec. 3.

Butte, Mont.—City of Butte, ch. 70 (806-812 mc) to rebroadcast ch. **KVGO (TV) Missoula, Mont.** P. O. address % **Tim J. Sullivan, Mayor,** City Hall, Butte. Trans. output 10 w, ERP to community 80 w. Estimated population to be served 55,000. Estimated construction cost $4,530, first year operating cost $300. Announced Dec. 3.

APPLICATION AMENDED

Palm Springs, Calif.—Applications of **Palm Springs Translator Stations Inc.** seeking chs. 70 and 72 to rebroadcast KNXT (TV) and KRCA (TV), both Los Angeles, amended to make changes in corporate structure. Announced Nov. 29.

New Am Stations . . .

ACTIONS BY FCC

Quincy, Calif.—Application of **James E. Doyle** seeking cp for new am on 540 kc, 1 kw D, dismissed. (Request of attorney.) Announced Dec. 4.

Albuquerque, N. M.—Application of **Western Bcstg. Co.** seeking cp for new am on 1380 kc, 1 kw D, returned. (Request of attorney.) Announced Nov. 20.

Franklin, N. C.—Macon County Bcstg. Co. granted 1050 kc, 500 w D. P. O. address % Henry G. Bartol Jr., Box 1317, Tryon, N. C. Estimated construction cost $18,921.79, first year operating cost $30,000, revenue $36,000. Principals are equal owners **Graves Taylor,** stockholder, **WJR Detroit; Henry G. Bartol Jr.,** 40% owner of **WTYN Tryon,** and **John E. Boyd.** Announced Nov. 29.

Athens, Ohio—Ohio U. granted 1340 kc, 100 w unl. P. O. address Athens. Estimated contruction cost $7,390, first year operating cost $3,000. Station is for non-commercial purposes. Ohio U. owns and operates **WOUI (FM) Athens.** Announced Nov. 29.

Midland, Tex.—Great Western Radio Co. granted 1580 kc, 1 kw D. P. O. address 3302 29th St., Lubbock, Tex. Estimated construction cost $13,265, first year operating cost $36,000, revenue $48,000. Principals are equal partners **George Wayne Inglis,** insurance-real estate interests, and **Elvis Leo Roberts,** movie theatre part-owner. Announced Nov. 29.

Neillsville, Wis.—Application seeking cp for new am on 1260 kc, 1 kw D, returned. (Dated incorrectly.) Announced Dec. 5.

APPLICATIONS

Douglas, Ariz.—Frank S. Barc Jr., Genevieve B. Barc, David V. Harman and Isabelle B. Harman d/b as Copper State Enterprises, 930 kc, 1 kw D. P. O. address % Mr. Barc, Box 5282, Phoenix, Ariz. Estimated construction cost $21,435, first year operating cost $19,900, revenue $45,000. Mr Barc is 50.2% stockholder in applicant for Phoenix am and former station manager, **KRUX Glendale, Ariz.** Mr. Harman has Tempe, Ariz., restaurant and real estate interests. Announced Dec. 3.

St. Helen, Mich.—Paul A. Brandt, 1590 kc, 500 w D. P. O. address 901 E. Maple St., Mount Pleasant, Mich. Estimated construction cost $22,800, first year operating cost $40,000, revenue $45,000. Mr. Brandt is licensee of **WCEN Mount Pleasant** and **WBFC Fremont, Mich.** Announced Dec. 5.

Windom, Minn.—Paul C. Lund and Eugene H. Frisk d/b as North Star Bcstg. Co., 550 kc, 500 w-1 kw-LS unl., DA-2. P. O. address 14 18th Ave. S., Hopkins, Minn. Estimated construction cost $37,020, first year operating cost $30,000, revenue $48,000. Principals, as former students of Gustavus Adolphus College, St. Peter, Minn., were on staff of college's educational am, **KGAC St. Peter,** former as engineering director-station mgr. Mr. Lund is pres. of applicant. Announced Dec. 4.

Meridian, Miss.—Alexander Lloyd Royal, 1390 kc 5 kw D, remote control trans. P. O. address 2306 Fourth St., Meridian. Estimated construction cost $23,970, first year operating cost $36,000, revenue $45,000. Mr. Royal is theatre owner. Announced Dec. 4.

Bismarck, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and D. Gene Williams d/b as Dakota Bcstrs., 1350 kc, 500 w D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle, Wash. Estimated construction cost $16,100, first year operating cost $45,000, revenue $55,000. Principals are equal partners. Mr. Nelskog owns 50% of **KUTI Yakima, Wash.,** 50%, **KYNG Coos Bay, Ore.,** and 16⅔%, **KORD Pasco, Wash.** Mr. Crain is 50% owner of applicant for am in Everett, Wash. Mr. Williams owns 51%, **KSPO Spokane, Wash.;** 25%, KUTI, and 50%, **KOYN Billings, Mont.** Mr. Bertholf owns 49%, KSPO; 25%, KUTI, and 50%, KOYN. Announced Dec. 5.

Minot, N. D.—Walter N. Nelskog, Paul Crain, Delbert Bertholf and D. Gene Williams d/b as Dakota Bcstrs., 1320 kc, 1 kw D. P. O. address % Mr. Nelskog, 8633 39th Ave. S.W., Seattle 16, Wash. Estimated construction cost $18,700, first year operating cost $45,000, revenue $55,000. Principals are equal partners. (See application above for other broadcast ownership.) Announced Dec. 5.

Toledo, Ore.—Robert G. Beattie and Reve L. Beattie d/b as Toledo Bcstrs., 1230 kc, 250 w unl. P. O. address % Mr. Beattie, Box 84, Oceanlake, Ore. Estimated construction cost $10,800, first year operating cost $28,200, revenue $33,000. Mr. Beattie is 25% owner, Coast Combo Inc., Taft, Ore., advertising representative, and former ⅓ owner, **KBCH Oceanlake.** Announced Nov. 30.

Williamsburg, Va.—Ralph D. Epperson, 740 kc, 500 w D. P. O. address % **WPAQ Mount Airy, N. C.** Estimated construction cost $27,078, first year operating cost $39,000, revenue $48,000. Mr. Epperson is sole owner of WPAQ. Announced Dec. 5.

APPLICATIONS AMENDED

Rockford, Ill.—Application of **Town & Country**

Western Radio & Television
$1,400,000.00
VHF with major network. AM and TV highly profitable with excellent assets and valuable combination real estate. Good growth market with rich agriculture, booming industrial, mining and tourist economy. Over one-half billion dollar annual income in market. Confidential prospectus available to financially qualified buyers.
Negotiations • Financing • Appraisals
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS
WASHINGTON, D. C. James W. Blackburn, Jack V. Harvey, Washington Bldg., Sterling 3-4341-2
CHICAGO Ray V. Hamilton, Tribune Tower, Delaware 7-2755-6
ATLANTA Clifford B. Marshall, Healey Bldg., Jackson 5-1576-7
SAN FRANCISCO William T. Stubblefield, W. R. Twining, 111 Sutter St., Exbrook 2-5671-2

Radio Inc. seeking new am on 1150 kc, 1 kw DA-D amended to decrease power to 500 w and make changes in DA pattern. Announced Nov. 29.

WDVM Pocomoke City, Md.—Application seeking cp to increase power from 500 w to 1 kw amended to install DA-D and make changes in ground system. Announced Nov. 29.

Millington, Tenn.—Application of Earl W. Daly and Rebecca B. Phillips d/b as Millington Bcstg. Co. seeking cp for new am on 1220 kc, 250 w D, remote control trans., amended to change name to Earl W. Daly tr/as Millington Bcstg. Co. and specify remote control point as "same as studio." Announced Nov. 29.

Danville, Va.—Application of S. L. Goodman seeking cp for new am on 970 kc, 500 w D, amended to change frequency to 1580 kc. Announced Dec. 5.

Rocky Mount, Va.—Application of S. L. Goodman seeking new am on 1290 kc, 1 kw D, amended to change frequency to 1570 kc, power to 500 w and change type trans. Announced Nov. 29.

Honolulu, Hawaii—Application of James T. Ownby seeking cp for new am on 1270 kc, 5 kw unl., amended to change ant.-trans. site 500 ft. from present location and decrease ant. height. Announced Nov. 29.

Existing Am Stations . . .

ACTIONS BY FCC

WPGA West Point, Ga.—Granted request to cancel cp for am station; call letters deleted. Announced Dec. 4.

WJBK Detroit, Mich.—Granted license covering change facilities to operate on 1500 kc, 10 kw-LS, 1 kw N, DA-2 unl.; by letter denied petitions of WTOP Washington, D. C., and KSTP St. Paul, Minn., opposing grant. Announced Nov. 29.

WISK South St. Paul, Minn.—Granted mod. of cp and license to change name to BVM Bcstg. Co.; conditions. Announced Dec. 4.

WAMY Amory, Miss.—Granted increase power from 250 w to 5 kw, continuing on 1580 kc D, remote control trans. Announced Nov. 29.

WEOK Poughkeepsie, N. Y.—Application seeking cp to replace expired cp (which authorized increase ant. height and side mount shortwave receiving ant.) returned. (Signed by chief engineer.) Announced Dec. 5.

WHYL Carlisle, Pa.—Granted change operation on 960 kc, from 1 kw D to 5 kw DA-D engineering conditions. Announced Nov. 29.

KOTA Rapid City, S. D.—Granted mod. of license and cp to change name to Duhamel Enterprises Inc. Announced Dec. 4.

WRAD Radford, Va.—Granted license covering change hours to unl. 500 w N-5 kw D, install DA-N; conditions. Announced Dec. 4.

APPLICATIONS

KMOD Modesto, Calif.—Seeks cp to increase D power from 1 kw to 5 kw, install new trans., change from DA-N to DA-2 and make changes in ground system. Announced Nov. 29.

KAFA Colorado Springs, Colo.—Seeks mod. of cp (which authorized new am) to change studio location, type trans. and operate trans. by remote control. Announced Dec. 3.

KVOD Denver, Colo.; KSLV Monte Vista, Colo. Seeks mod. of licenses to change licensee names to Colorado Radio Corp. Announced Dec. 3.

WVCG Coral Gables, Fla.—Seeks cp to make changes in ant. system. Announced Dec. 4.

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and change type trans. Announced Dec. 3.

KLWN Lawrence, Kan.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Dec. 5.

WBSE Hillsdale, Mich.—Seeks cp to increase power from 100 w to 250 w. Announced Dec. 4.

KRNY Kearney, Neb.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location and operate trans. by remote control. Announced Dec. 4.

WWHG Hornell, N. Y.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Nov. 29.

WKBS Mineola, N. Y.—Seeks mod. of license to change licensee name to WKIT Inc. Announced Dec. 3.

WONG Oneida, N. Y.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 4.

KOTA Rapid City, S. D.—Seeks mod. of license to change licensee name to Duhamel Enterprises Inc. Announced Dec. 3.

KACT Andrews, Tex.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Announced Nov. 29.

WRAP Norfolk, Va.—Seeks cp to replace expired cp (which authorized increase D power, install new trans. and make changes in DA pattern) and mod. of cp to make changes in DA-D pattern. Announced Dec. 5.

KBMO Benson, Minn.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location and operate trans. by remote control. Announced Dec. 5.

APPLICATIONS AMENDED

KEVT Tucson, Ariz.—Application seeking cp to change frequency from 690 kc to 1600 kc, change hours from D to unl., using 500 w-N, 1 kw-D and install new trans., amended to make changes in N ant. system. Announced Nov. 29.

KBLA Burbank, Calif.—Application seeking cp to change frequency from 1690 kc to 1500 kc, increase power from 250 w to 10 kw, install DA-1 for D and N use and install new trans., amended to increase power to 50 kw, change ant.-trans. location, make changes in DA system and ground system and change type trans. (requests waiver of Sec. 3.28c; assignment of license contingent on grant of this application). Announced Nov. 29.

WCPM Cumberland, Ky.—Application seeking cp to change frequency from 1490 kc to 1410 kc, increase power from 250 w to 1 kw, change hours from unl. to D and install new trans., amended to change frequency to 1280 kc. (Contingent on change of WHLN Harlan, Ky.) Announced Dec. 5.

WCME Brunswick, Me.—Application seeking cp to change frequency from 900 kc to 730 kc amended to change frequency to 900 kc, increase power from 250 w to 500 w and install new trans. Announced Dec. 3.

Existing Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC by order finalized its Oct. 17 proposal in Docket 11850 and amended fm allocation table for Class B fm stations to delete chs. 233 and 268 from Bridgeport-Danbury-Brookfield, Conn., and add ch. 236 there; substitute ch. 233 for ch. 235 in Kingston, N. Y., and delete chs. 236 from New Haven, Conn., and 268 from Pittsfield, Mass. This change will make available another channel for station WGHF Bridgeport-Danbury-Brookfield area, Conn., thereby permitting relaying of its programs and those of WTMH Providence, R. I., interchangeably, without interference from other stations in area, effective immediately. Announced Nov. 29.

WTSP-FM St. Petersburg, Fla.—Granted request to cancel license; call letters deleted. Announced Dec. 4.

KMFM (FM) Mountain Park, N. M.—Granted cp to change ERP to 13 kw, ant. to 220 ft. and change ant. system. Announced Dec. 4.

WUOT (FM) Knoxville, Tenn.—Granted cp to change ERP to 23.5 kw, install aux. trans., operation for auxiliary purposes. WUOT is non-commercial, educational fm. Announced Dec. 4.

WJMC-FM Rice Lake, Wis.—Granted cp to change ERP to 26 kw, ant. height to 540 ft. and change type trans. Announced Dec. 4.

PETITION

Lubbock, Tex.—KSEL-FM Lubbock requests rule-making to amend Commission's revised tentative Allocation Plan for Class B fm stations to assign ch. 229 to Lubbock. Announced Nov. 30.

APPLICATIONS

KLON (FM) Long Beach, Calif.—Seeks cp to change ERP to 1.2046 kw, specify ant. height above average terrain as 424.62 ft., and change type trans. Applicant is non-commercial educational station. Announced Nov. 30.

KCBH (FM) Los Angeles, Calif.—Seeks cp to change ERP to 75 kw and make changes in trans. Announced Nov. 30.

Ownership Changes . . .

ACTIONS BY FCC

WSFA Montgomery, Ala.—Granted assignment of license from WKY Television System Inc. to

"It's a bit of home decoration I heard about over KRIZ Phoenix."

Give the Gift you'd like to get yourself...

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Hennessy is available everywhere, but you can now *send* Hennessy as a gift to friends and business associates in 30 states. For information, write, wire or phone: *Beverage Gift Service, Dept. H, City National Bank Bldg., Beverly Hills, California. CRestview 1-6286*

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The World's Preferred **COGNAC BRANDY**

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Charles W. Holt, Connie I. Holt and **Robert N. Robinson** for $175,000. Holts, 80% owners of proposed assignee, are majority owners, **WHXY Bogalusa, La., WHSY Hattiesburg, Miss.,** and **WHNY McComb, Miss.** Mr. Holt also owns Air Enterprises Inc., Hattiesburg, brokerage. Mr. Robinson proposed 20% owner, is 24.5% owner, WHSY. Announced Nov. 29.

KDEN Denver, Colo.—Granted assignment of license from **Ewald E. Koepke** and **Frank E. Amole Jr. d/b as KDEN Bcstg. Co.** to **KDEN Bcstg. Co.** Corporate change. Mr. Koepke and Mr. Amole remain equal partners. Announced Dec. 4.

KFEL Pueblo, Colo.—Granted assignment of license from **Frank Donald Hall** to **KFEL Inc.** Mr. Hall will exchange license for 98% ownership of corporation. Announced Dec. 4.

WAAG Adel, Ga.—Granted assignment of license from **W. M. Forshee, Robert A. Davis** and **M. E. Shepherd d/b as Cook County Bcstg. Co.** to **W. M. Forshee** and **M. E. Shepherd d/b as Cook County Bcstg. Co.,** for $7,500. Announced Dec. 4.

KYME Boise, Idaho—Granted acquisition of positive control by **Roger L. Hagadone** (pres.-gen. mgr.-present 50% partner) through purchase of 50% stock from **Richard K.** and **Virginia L. Mooney** for $50. Announced Dec. 4.

WANE Fort Wayne, Ind.—Granted assignment of license from **Radio Fort Wayne Inc.** to **Universal Bcstg. Co.** Radio Fort Wayne is owned by Universal, which proposes to consolidate broadcast holdings. Announced Dec. 4.

WFBM-AM-TV Indianapolis, Ind.; WFDF Flint, Mich.; WOOD-AM-TV Grand Rapids, Mich., and **WTCN-AM-TV Minneapolis, Minn.**—Application seeking transfer of control from **Consolidated Television & Radio Broadcasters (H. M. Bitner** and family) to **Collier Bcstg. Co.,** subsidiary of Crowell-Collier Pub. Co., for approximately $16 million, dismissed. (Request of applicants' attorneys.) Announced Dec. 3.

WISH-AM-TV Indianapolis, Ind.; WANE and WINT (TV) Fort Wayne, Ind.—Granted assignment of licenses to **Indiana Bcstg. Co.,** owner of **Universal Bcstg. Co.** Announced Dec. 4.

WINT (TV) Waterloo, Ind.—Granted assignment of cp from **Tri-State Television Inc.** to **Universal Bsctg. Co.** Corporate change. Announced Dec. 4.

KLEE Ottumwa, Iowa—Granted transfer of control to **J. William O'Connor** (owner, **WPFA Pensacola, Fla.**) and **Jack Lester** for $52,500. Announced Nov. 29.

WTCO Campbellsville, Ky.—Granted transfer of control from **R. P. Thompson, M. M. Hall and Ray Smith** to **Luther Wheat** and 19 others through stock transactions. Announced Nov. 29.

WLOC Munfordville, Ky.—Granted transfer of control from **H. T. Parrott** and 18 others to Mr. Parrott and 69 others through stock transactions. Announced Nov. 29.

WKIK Leonardtown, Md.—Granted acquisition of negative control by each of **William C. Redd** and **James L. Bittner** through purchase of five shares of stock by licensee corporation from **Charles E. Springer** for $2,500. Announced Dec. 4.

WSPR Springfield, Mass.—Granted acquisition of negative control by **Barbara B. Tindal** and **Alan C. Tindal** as family group (50%) and **Helen B. Solberg** and **Kristian Solberg** as family group (50%) through purchase of stock from **Edmund A. Laport.** Mr. Tindal will buy 7.2% for $3,784 (Barbara B. Tindal is present 42.8% owner), and Mr. Solberg, present 23.4% owner, will buy 3.2% for $1,720 (Helen Solberg owns 23.4%.) Announced Dec. 4.

WCME Brunswick, Me.—Granted acquisition of positive control by **Glenn H. Hilmer** through corporate reorganization. Mr. Hilmer, present 50% owner, will own 60% after retirement of $8,000 debt owed him by licensee corporation. Announced Dec. 4.

KBMI Henderson, KSHO-TV Las Vegas, both Nev.—Granted assignment of licenses from **Moritz Zenoff** to **Television Co. of America Inc.** for approx. $200,000. Equal partners in Television Co. of America are **Frank Oxarart** pres.-26⅔%, **KRKD-AM-FM Los Angeles** and **KITO San Bernardino, Calif.,** 10%, **KVSM San Mateo, Calif.,** and 50%, **KDON Salinas, Calif.; Albert Zugsmith,** 35⅓%, **KRKD-AM-FM** and **KITO,** 37½%, **KVSM** and 25%, **KULA-AM-TV Honolulu; Arthur B. Hogan,** owner, **KFOX-AM-FM Long Beach, Calif.;** 37½%, KVSM, and 25%, KULA-AM-TV, and **Jack Feldmann,** 50%, KDON, and 10%, KVSM. Announced Nov. 29.

KREL-AM-FM Baytown, Tex.—Granted transfer of control from **J. B. Blayton** to **E. O. Roden, W. I. Dove, James E. Reese, Bruce H. Gresham** and **Zane D. Roden** for $2,150 and assumption of obligations. Mr. Roden, who owns **WBIP Booneville, Miss.,** and holds interests in **WTUP Tupelo, Miss., WAZF Yazoo City, Miss., WSUH Oxford, Miss.,** and **WMPA Aberdeen, Miss,** will hold 40%. Mr. Dove, who holds interests in WTUP, WAZF, WSUH, and WMPA, will hold 23%. Mr. Reese, who has interest in WMPA, will hold 13%. Mr. Gresham, general manager of WAZF, will hold 12%. Mr. Roden, assistant manager of WTUP, will hold 12%. Announced Nov. 29.

KMOS Tyler, Tex.—Granted assignment of cp from **Thomas B. Moseley d/b as Tyler Bcstg. Co.** to **Edward McLemore** for $6,280 and expenses. Mr. McLemore is wrestling promoter, owner of Texas Rasslin', film production firm and 50%, **KZEE Weatherford, Tex.** Announced Nov. 29.

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks assignment of cp from **D. W. Ingram and Kathleen Ingram d/b as Tucson Television Co.** to **Tucson Television Co. Inc.** for $506,350 and 5% of stock in proposed assignee. **H. U. Garrett,** Longview, Tex., oil and tool interests, is chmn. of bd.-40% owner of proposed assignee. Others: **Tom E. Foster** (10%), 60%, **KDET Center, Tex.,** and 11-station East Texas Network; **Taylor Milton** (15%), v.p., Garrett Oil Tools Inc., Longview; **W. E. Dyche Jr.,** Houston, Tex., lawyer, and **Tolbert Foster,** 40% partner, KDET and East Texas Network. Announced Nov. 30.

KMLA (FM) Los Angeles, Calif.—Seeks assignment of cp and SCA from **Musicast Inc.** to **KMLA Bcstg. Corp.** Corporate change. No change in control. Announced Nov. 30.

WLEY (FM) Elmwood Park, Ill.—Seeks assignment of license and cp from **Elmwood Park Bcstg. Corp.** to **Mrs. Evelyn R. Chauvin Schoonfield** for $22,500. Mrs. Schoonfield is Detroit, Mich., teacher and officer in Ferndale, Mich. bookbinding and realty holding firms. Announced Dec. 4.

KCKN Kansas City, Kan.—Seeks assignment of license from **KCKN Bcstg. Co.** to **Cy Blumenthal** for $110,000. Mr. Blumenthal is pres.-major stockholder of **WARL-AM-FM Arlington, Va.;** owner, **WCMS Norfolk, Va.,** and 20% stockholder in **WROV Roanoke, Va.** Announced Nov. 29.

KALB-TV Alexandria, La.—Seeks assignment of license from **Alexandria Bcstg. Co.** to **Lanford Telecasting Co.** for $333,155. **T. B. Lanford,** pres.-99.2% owner of Alexandria Bcstg., is pres.-50% owner of proposed assignee and also owns **KRMD-AM-FM Shreveport, La.;** 98%, **KRRV Sherman, Tex.;** ⅓, **KPLC-AM-TV Lake Charles, La.,** and 13.8%, **WSLI and WJTV (TV) Jackson, Miss. Bill L. Fox,** 49%, Lanford Telecasting, is general sales manager of **KFMB-TV San Diego, Calif.** Announced Dec. 5.

WHRV Ann Arbor, Mich.—Seeks assignment of license from **Huron Valley Bcstrs. Inc.** to **M W Bcstg. Inc.** for $110,000. **Charles H. Mayne,** pres.-80% owner of M W, has Detroit manufacturing agency, automobile sales and investment interests. **Donald T. Wattrick,** v.p.-5%, is sports director, **WXYZ Detroit.** Announced Dec. 5.

KWBE Beatrice, Neb.—Seeks assignment of license from **Blue Valley Bcstg. Co.** to **MIA Enterprises Inc.** for $96,250. MIA principals: **Gordon C. Pentz** (pres.-75%), gen. mgr. of station and present minority stockholder, and **William R. Boyce** (v.p.-25%), asst. gen. mgr.-sales mgr. Announced Dec. 5.

WINR-AM-TV Binghamton, N. Y.—Seeks assignment of am license and tv cp from **Southern**

Continues on page 134

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RADIO

Help Wanted

Managerial

Local sales manager wanted by central Illinois radio station, city over 100,000. Reply Box 596C, B•T.

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 637C, B•T.

Wanted: Salesman-manager for Texas independent single station market. Must have proven sales ability and good references. Permanent position. Good money for right man. Box 659C, B•T.

Experienced radio salesman. Immediate opening —top station in Number 1 midwest market. Salary plus commission. Send full information, photo, and references to Box 660C, B•T.

Aggressive salesman with established agency contact in New York wanted by group owning four top market stations. If you can make agency presentations that result in sales your earnings will be unlimited. Write giving experience, details to Box 662C, B•T. All replies will be answered.

1st Phone
Combo Men

wanted immediately at top rated station in Michigan's second market. Top disc jockey quality. No maintenance. Excellent wages. Wire collect immediately.

WTAC

The Big Station

Flint, Michigan

Owens 4-4146

RADIO

Help Wanted—(Cont'd)

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Experienced salesman-announcer with ambition, ideas, personality, ready to earn more as assistant manager. Interview required. KBUD, Athens, Texas.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Opportunity for experienced salesmen. Good market. Good deal. KFRO, Longview, Texas.

Top salesman, liberal salary, commission, car allowance. Send full particulars and photo to Bob Murray, KWG, Stockton, California.

Salesman . . . this close-knit organization demands high type representation. Dignity, honesty and respectability are essential. Commission against draw. Excellent opportunity for the right man. Send complete resume. No phone calls. Arch Shawd, WKBZ, Muskegon, Mich.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Have opening for enterprising, energetic salesman in good radio market. Excellent opportunity for right person interested in making better than average income. Prefer someone now employed in Michigan. Rush photo and details to R. W. Phillips, WSGW, 400 Mason Building, Saginaw, Michigan.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. $100 a week to start. Box 459C, B•T.

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Southern station needs first ticket-announcer and straight announcer. Permanent. Pay good. Box 592C, B•T.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Solid staff man for small market station in Pennsylvania. Desire a man who knows and likes small town radio and small town life. Above scale pay plus genuine opportunity for advancement for the right man. Include photo, 7½ tape with more than just a newscast on it, and experience details with your reply. Box 630C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Morning man wanted. Leading suburban independent close to New York City. Must have record of success. Run own board. Needed immediately. Box 637C, B•T.

All-around experienced staff announcers needed. Top salary. Major Great Lakes market. Six day week. Forward tape, pictures, biography. Rush. Men needed quickly. Write to Box 638C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Help wanted-announcer. News-deejay, immediate addition to staff. Must be able to cover local news beat, write and announce news and double on bright morning deejay show. 5000 clear channel top station. Don't apply unless much better than average. Salary $5,500 to $6,000 to start. Rush tape including news, personality deejay and adlib. Include full background, picture, references, personal data. Bob Brabbon, Program Director, KGDM, Stockton, California.

Experienced announcer, who can handle adlib, run a top DJ night show, and opportunity to sell. Send tape-resume-salary and recent picture. Kerm Kath, KGOS, Torrington, Wyoming.

Come west to hunting-fishing paradise! Radio announcer CBS affiliate expanding organization. Minimum two years experience, live tv opportunity. Send tape, resume, photo or contact Leo Higham, Program Director, KID, Idaho Falls, Idaho.

Wanted: Experienced announcer, network station. Contact Radio Station KLIC, Dr. F. P. Cerniglia, Monroe, Louisiana.

40-hour week. Pleasant working conditions in wonderful town and climate. Experienced. Salary open. KRSN, Los Alamos, New Mexico.

Need an announcer immediately. Some experience desired, will train if you have potential. Only midwesterners apply. Call or write PD, KXGI, Fort Madison, Iowa.

Announcer wanted. Good opportunity for advancement. Experience preferred but not necessary. Send full information, tape, photo and references to WARK, Hagerstown, Maryland.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDW, Flint, Michigan.

Wanted: Experienced DJ for top Long Island independent. Send resume and tape to WGSM, Huntington, New York.

Experienced announcer. Interested in personality man but not rock-n-roll addict. Should be strong on news and commercials for morning "wake-up" program. Board experience essential. Permanent position for right person. Salary in line with capability and economy of central New England city. WHEB, Portsmouth, New Hampshire.

Immediate opening for experienced commercial announcer for staff job on radio. Opportunity for talent work on tv. Contact Bill Frosch, WISH, Indianapolis.

Announcer . . . must be ambitious; willing; and responsible. Stepping-stone for announcers going on to major markets. Send tape, snapshot and resume; also salary desired. J. L. Roach, WKBZ, Muskegon, Mich.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.

Announcer—versatile, with respect for radio. Immediate opening at 500 watt daytime independent with a good market. Send tape, photo, resume and salary to WRMN, Elgin, Illinois.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

Announcer, with or without first phone. Man experienced doing early morning show. Opportunity for salary plus with Virginia station. Minimum: $5,200. Send tapes and details to: Paul Baron, Palmer-DeMeyer, Inc. (Agency), 50 East 42nd Street, New York 17, N. Y.

Technical

Chief engineer—DJ combination. Must be able to handle 5kw am transmitter and be good DJ. Capable, steady man with reliable habits and good references can make good money. Start at $500.00 if can qualify. Two openings, one in California and other in Pacific northwest. Send complete information, picture and experience, references and tape. In hurry. Reply Box 615C, B•T.

Chief engineer for one kilowatt going to five directional daytime Atlanta area. Reply Box 653C, B•T.

Chief engineer with good maintenance ability for 250 watt Indiana station. Good working conditions. Good pay for right man. Send photo and full particulars. Box 667C, B•T.

New station needs combination man first class ticket, good engineering background and excellent voice. Send details and tape. Good salary. KAFA, Box 762, Colorado Springs, Colorado.

Chief engineer. 32 hours board shift. 8 hours technical. Salary open. KRSN, Los Alamos, New Mexico.

All purpose Girl Friday for Carolina station assisting in traffic, copy, all around supervision. Write or phone Gil Hutchinson, WAAA, Winston-Salem, N. C.

Wanted: 1st or 2nd class engineer, capable of maintenance announcing. Experience preferred but will train beginner. Call or write Manager, WDLC, Port Jervis, N. Y.

Daytime kilowatt has opening for first class engineer. Ability to announce helpful but not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLPO, LaSalle, Illinois.

Experienced engineer with 1st class license for maintenance, recording and construction. WPIK, Alexandria, Virginia.

WTOC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Engineer-announcer, immediately. Call Liberty 1680, WVOS, Liberty, N. Y.

Chief engineer-announcer, southeast. Excellent starting salary. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Need good newsman for radio-tv operation. Need man who can do on-the-air and on-camera work, who can write and prepare his own news. Complete facilities available including, AP, UP, facsimile, Movietone News films and two local photographers. If you think you qualify call Bill Neel, KTVH-KTHS, Little Rock, Arkansas.

Newsman who can dig, write, local news. No crusader. Experience will help, though not essential if you like news. Opening December 20th. Phone, write or wire, KOEL, Oelwein, Iowa.

Girl Friday experienced in copy, traffic, secretarial. Contact Bob Murray, KWG, Stockton, California.

Copywriter, southeast. Wonderful opportunity. Shield Radio-TV ePrsonnel, Box 630, Palm Beach, Florida.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

RADIO

Situations Wanted

Managerial

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local, agency and industry references. Confidential. Box 616C, B•T.

Sales manager-manager. Successful sales record. Creative selling. College. Responsible. Loyal. Economy minded. Cooperative. Sports and special features. Presently sales manager. Box 622C, B•T.

Manager/sales manager: Solid; experienced; genuine quality; successful administrative and sales reputation; industry known and acclaimed. A major market executive rated among the best. Ownership change necessitates new association negotiation. If you seek a capable and qualified executive I'd like to present my credentials. Box 636C, B•T.

Profit producer $34,000.00 profit on gross of $109,000.00 and another case turned $2,000.00 monthly loss to $2,500.00 monthly profit in sixteen months. Sober aggressive 18 years experience, top references. Available January for five figure income plus. Box 676C, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 575C, B•T.

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

Announcer, limited experience. Also, sales, deejay, continuity; prefer northeast. Minimum salary; ambitious, cooperative. Available immediately. Box 635C, B•T.

Seeking good spot. Radio school graduate. Versatile, dependable. Midwest perferred. Box 639C, B•T.

Negro, experienced top southern DJ, seeking advancement. Available early 1957. Box 643C, B•T.

I'm an old tiger who liked Dave Garroway and his type music. Am looking for a station that likes late night, quiet jazz and chatter that wears well with same. No such antiquated operation? Who knows? Box 644C, B•T.

Sportscaster-staff announcer. Experienced all sports, news, discs. Good references. Family. Permanent. Box 646C, B•T.

Announcer, deejay, 26, soon married. Desires radio-tv operation to settle down. 5 years radio, college, sober, church-goer. References, photo, tape. East, southeast. Presently employed 8-station, 150,000 market. Current salary $90. Box 655C, B•T.

Experienced announcer-news plus 10 years play-by-play all sports—authoritative, reliable, references—available January 1st. Box 657C, B•T.

Experienced DJ-announcer seeks relocation in New York, New Jersey, or Conn. Salary no problem if location is as desired. For tape and all details write Box 663C, B•T.

DJ—2 years college station experience. Good student appeal. Experienced more important than salary. Anything considered. Box 668C, B•T.

Announcer desiring permanent midwest location. 4 years experience—news, sports, music programming. College degree. Veteran. Resume at request. Box 670C, B•T.

Morning announcer with first phone. No hot shot engineer or world beating network voice, just good friendly experienced delivery. Have served as PD, news ed and some sales. Box 673C, B•T.

Top personality number one Hooper and Pulse major market, south. Interested in east or midwest. Fast happy yet sincere show. Have tape, brochure, sample rating. Box 677C, B•T.

Experienced announcer, presently employed, strong on news and DJ work. Pop, gospel and hillbilly. Character hillbilly style, family man. References. Box 679C, B•T.

Combination man desires employment. Seven years experience announcing, time sales, merchandising, general administration. Salary open. Box 680C, B•T.

Baseball—some major league experience. Strong play-by-play background. Played ball. Want AA, AAA, or majors. Sales and tv director experience. Will consider combination. Family man—Johnny Justice, 2484 Dawson Street, Indianapolis, Indiana.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, veteran, 25, married. Graduate Broadcasting school previously employed southern station. Desires position Pennsylvania, N. J., Delaware, Maryland. Bob Peterson, 1816 Ruscomb Street, Philadelphia, Pa. MI 4-8325.

Announcing school graduate with 1st phone desires first position, directional, $75 minimum, no car. Berkshire 7-6721, Walter Piasecki, 2219 N. Parkside, Chicago.

Top-flight country DJ with own library, restricted license. Sober, references. Available January 15th. Post Office Box 35, Nashville, Tennessee.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Programming-Production, Others

Young lady, attractive and experienced wants radio work. Preferably in or around Virginia. Box 640C, B•T.

Reporter-newscaster . . . 3 years newspaper, radio, television experience, last two with same organization. 30, married, veteran, college. Looking for permanent position with aggressve, professional news operation. Box 669C, B•T.

Newsman. 27, 5 years experience, AP Award winner. Must be active spot, mobile unit, small town director, or what have you. Also football, baseball, play-by-play. Gather, write broadcast. John Scott, 3658 Halifax Ave., No., Minneapolis, Minnesota.

Geronimo . . . top local newsman . . . highly recommended. Available immediately. Lombard, Illinois 3480-M.

Radio newswriter in Canada is 36 year old Jack Oldham, ex-British war correspondent with 3rd U.S. Army; ex-gossip and travel columnist in Europe, Kemsley Newspapers. Qualified production manager and scriptwriter documentary films with Paul Rotha, commercial radio-tv experience as personality and writer in Britain. Wants job in America. Address: Delano Court, Apt. C-3-2, Scarborough, Toronto 13, Ont.

TELEVISION

Help Wanted

Salesman

CBS affiliate N.E. needs experienced television salesman. Salary plus commission. On-the-air accounts plus active leads make this an exceptional opportunity. Box 664C, B•T.

(Continued on next page)

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KTRE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Technical

Experienced tv transmitter operator for station in medium midwest market. Scale depends upon experience. Box 620C, B•T.

Tv studio engineer at midwest vhf, fine opportunity for man with some experience in tv or compatible electronic background. State experience, reference, and recent snapshot. Box 642C, B•T.

Vacancy for tv switcher with 1st class license. KAVE-TV, Carlsbad, New Mexico.

Immediate opening for technically minded studio engineer with first class license and at least two years experience. Send resume of experience, education and recent photo to Engineering Department, WNBF-AM-FM-TV, Binghamton, New York.

Top-notch maintenance or studio engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Contact Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 37, Illinois.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Experienced studio maintenance man for Florida basic CBS station. One familiar with 3V color equipment preferred. State experience and minimum starting salary first letter. Engineering Dept., P. O. Box 1198, Tampa, Florida.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced film editor for top market independent. Box 641C, B•T.

Director-switcher or switcher-cameraman wanted immediately by midwest vhf. Resume and salary requirements in first letter. Box 645C, B•T.

Situations Wanted

Salesmen

Salesman-announcer, 5 years radio, one tv. Prefer sports announcing-sales combination. Best references, 27, college grad, hard worker. Box 647C, B•T.

Programming-Production, Others

Film director of large eastern station would like position in midwest or west. Eight years tv film experience. Film experience—production, direction, etc., twenty year. Illness in family necessitates move. Box 609C, B•T.

Producer-director, operations and studio supervisor midwest station, 6 years experience from bottom up . . . knowledge all phases station operation. Wants position with new challenges in production and management. Box 649C, B•T.

Tv station film supervisor, 6 years experience, wants opportunity to learn programming, management, production, ad agency, etc. B.A. degree. Box 650C, B•T.

Television producer-director, 6 years experience in present station. Can assume higher responsibilities and personal management. Excellent references. Married, age 31. Desire West Coast. Box 651C, B•T.

Experienced in production, technical operations tv. Good cameraman, 2 years southwest vhf. Knowledge all phases of studio, remote operations. Young, able, single. Desire to relocate and settle. Interested, directing and sales. Will send photo, resume. Box 654C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Producer-director. Experienced, capable, creative, young, married, exempt, ready, willing. Box 658C, B•T.

FOR SALE

Stations

For sale: Prosperous, Texas, 250 watt with good gross. Prospects for next year good. Box 599C, B•T.

For sale—1kw midwest independent daytimer located in heart of one of the richest agricultural regions in the nation. Outstanding record of earnings. Price: $120,000 cash includes real estate. Only bona fide inquiries will be answered. Will sell only to responsible, experienced broadcaster who will maintain station's excellent reputation or to investor who will provide sound management. Box 681C, B•T.

Carolinas medium market station, $100,000, half financed. Paul H. Chapman Company, 84 Peachtree, Atlanta.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

CHICAGO
HOLLYWOOD
PORTLAND

TELEVISION PRODUCTION EXPERIENCED

Professionally trained, well qualified Personnel Classes in TV Production have just completed their training in three of our four schools' completely equipped studios. A Hollywood and Chicago Television Production class are pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

NORTHWEST
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SCHOOL

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CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

DuMont dual image orthicon camera chain with all accessories including sync generator for studio or portable use, brand new and uncrated; big bargain! Box 562C, B•T.

For Sale—one Radifon G 40 transmitter 500 watt. Phone, CW or MCW. 230 volts 50-60 cycles single phases. .525 to 2.1 mcs and 6.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B•T.

5000 watt am transmitter with enough spare equipment to practically build a second transmitter. This a Western Electric 5-C which has been converted. All formerly used rotary generators and motors in good condition when taken out of use. Spare tubes, spare high voltage transformer. One brand new 320-B Amperex tube used in final and two 320-B used in finals. Final tubes worth more than price of everything. Just $1,000 as is. Space needed badly. Call or write KCLS, Flagstaff, Arizona. Get into power for practically nothing. Act, fast.

For sale Western Electric model 353E-1 one kw transmitter with spare tubes. $750.00 full price. Ideal for auxiliary or Conelrad transmitter. KFAC, 5773 Wilshire Blvd., Los Angeles, California.

For sale: Gates remote control RCM-14 unit with metering system. Just taken out of service due to move to transmitter. WCVS, Springfield, Illinois.

WANTED TO BUY

Stations

Desire to purchase radio station in medium to large size northeastern market. Send particulars. Box 648C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

3 kw fm transmitter and frequency and modulation monitor, long line equalizers, repeat coils. Box 656C, B•T.

Immediate cash for used 3 kw fm transmitter and related equipment. Box 665C, B•T.

Wanted one fm transmitter capable of delivering 22.5 kw's to an RCA Pylon type antenna. Transmitter must readily remote controlled, stable, in good condition and fairly new. Write WGH, Radio, P. O. Box 98, Newport News, Virginia.

Fm antenna—low end, also tower 150—200 ft., also small console. WMHE, 4665 W. Bancroft, Toledo, Ohio.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Salesmen

SALESMAN

Want top-notch radio time salesman at top-notch wages! Send resume, photograph to "Salesman," P. O. Box 98, Newport News, Virginia.

RADIO

Help Wanted

Announcers

NEGRO DJ — PERSONALITIES WANTED

For all—Negro mid-south radio outlet. Need good showman who can talk his own commercial from fact sheet, operate board, no newscasts. Top opportunity for right men. Send tape to Laury Associates, Room 454, 527 Lexington Avenue, New York, New York.

Situations Wanted

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview.

Box 652C, B•T

TELEVISION

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

WAAM, Baltimore, Maryland, has an opening for television time salesman on salary plus commission basis. This is an excellent opportunity for a man with proven record of ability in local sales. Experience in radio or television sales a must. Please send complete resume, sales record and photo to

Pel Schmidt
Commercial Manager
Television Station WAAM
Baltimore, Maryland

FOR SALE

Stations

RALPH J. ERWIN

Licensed Professional Broker

Tulsa

FOR SALE

Stations

TEXAS AM STATIONS

Quality Broadcast properties North Texas and South Texas

Ralph J. Erwin, Broker

1443 S. Trenton Tulsa, Okla.

Equipment

FOR SALE

One 200 ft. IDECO 3-legged, self-supporting radio tower built to SSRT-1 specifications with wind loading of B-2. 72 ft. mast formerly carried a 6-bay FM antenna. In tip-top shape. To be sold standing. Shelbyville News, Shelbyville, Indiana.

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B•T

WANTED TO BUY

Stations

WANTED TO BUY RADIO STATION

Experienced, properly financed radio man wishes to purchase desirable radio station. Location Eastern part of United States with approximate gross annual billing of $75,000 to $150,000. All replies held in strict confidence.

672C, B•T

INSTRUCTION

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We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.
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1733 Broadway, N. Y. C. JU 6-1918

Continues from page 128

Tier Radio Service Inc. to **Binghamton Press Co.** for $165,000. Proposed assignee is wholly-owned subsidiary of **Gannett Co.** (**WENY Elmira, WHDL Olean, WHEC-AM-TV Rochester,** all N. Y., and **WDAN-AM-TV Danville, Ill.,** and newspapers.) Announced Dec. 3.

WATG-AM-FM Ashland, Ohio—Seeks assignment of license from **Ashland Bcstg. Co.** to **Radio Ashland Inc.** for $112,500. **Charles D. Calhoun,** chief engineer-mgr., **WLOH Princeton, W. Va.,** is pres.-55.1% owner of Radio Ashland. **Charles Winick,** faculty, **Queens College, N. Y.,** owns 34.9%. Announced Dec. 4.

WJAN Spartanburg, S. C.—Seeks transfer of control from **W. Ennis Bray, W. Reed Bray and Mrs. Ruth S. Bray** to **John K. L. Peterson** through sale of 100% of stock for $75,000. Mr. Peterson has construction business in Far Hills, N. J. Announced Nov. 30.

KSOP Salt Lake City, Utah—Seeks assignment of license from **Ralph Elwood Winn** tr/as **Seagull Bcstg. Co.** to **Merlin Henry Hilton, Mr. Winn** and **Lyle O. Wahlquist** d/b as **Seagull Bcstg. Co.** Mr. Hilton will own 51% and Mr. Wahlquist 10%, contributing total $19,154 in new capital. Mr. Hilton is gen. mgr., **KSOP Salt Lake City, Utah,** and Mr. Wahlquist consulting engineer to **KSL-TV Salt Lake City** and **KNAK** there. Announced Dec. 5.

WHAR Clarksburg, W. Va.—Seeks assignment of license from **WHAR Inc.** to **Harrison Corp.** for total of $115,000. Owners of Harrison Corp. are **William F. Malo Jr.** (pres.-50%), exec. v.p.-9.1% stockholder, **WAAB-AM-TV New Bedford, Mass. George F. Wilson** (35%), pres.-gen mgr.-67.27%, WAAB-AM-TV, and **George F. Wilson Jr.,** (15%) 5.45%, WAAB-AM-TV. Announced Dec. 5.

WDSM Superior, Wis.—Seeks assignment of license from **WDSM Inc.** to **Northwest Publications Inc.** Corporate change. Northwest is sole stockholder. Announced Dec. 3.

Hearing Cases . . .

INITIAL DECISIONS

Lorain, Ohio—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of **Sanford A Schafitz** for new am on 1380 kc, 500 w D, in Lorain (Docket 11531; BP-9934). Announced Dec. 4.

Oshkosh, Wis.—Hearing Examiner James D. Cunningham issued initial decision looking toward ordering **Morgan Co.,** Oshkosh, to cease and desist from violating provisions of Part 18 of Commission's rules by operating industrial heating equipment without certification or license required by such rules and causing interference to authorized television broadcast services. Announced Nov. 29.

OTHER ACTIONS

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—FCC announced its memorandum opinion and order of Nov. 28, setting forth issues in evidentiary hearing to be held on date to be announced later on application for assignment of license and cp of station WGMS Bethesda and license of WGMS-FM, Washington from **The Good Music Station Inc.** to **RKO Teleradio Pictures Inc.**; placed burden of proceeding with introduction of evidence and burden of proof upon **Lawrence M. C. Smith,** who protested July 18 grant of applications; parties to proceeding shall have 15 days after issuance of examiner's decision to file exceptions thereto and seven days thereafter to file replies (Docket 11821; BAPL-114; BALH-236). Announced Nov. 29.

Cheboygan, Mich.—FCC announced its memorandum opinion and order of Nov. 26, denying motion by **Midwestern Bcstg. Co.** to enlarge issues in comparative proceeding on its application and that of **Straits Bcstg. Co.,** for new tv stations on ch. 4 in Cheboygan (Dockets 11508-9; BPCT-1992, 1998). Announced Nov. 29.

Murphy, N. C.—FCC announced its order of Nov. 29 denying motion by **Cherokee Bcstg. Co.** for continuance of oral argument scheduled for Dec. 3 on its application and that of **Valley Bcstg. Co.** for new ams in Murphy (Dockets 11102, 11255; BP-9210, 9464). Comrs. Doerfer and Lee dissented. Announced Nov. 30.

NARBA Notifications . . .

New Dominican broadcast stations and changes in or deletions of existing stations, made in conformity with Part III, Section II of the North American Regional Broadcasting Agreement, Washington, D. C. 1950.

Dominican Republic
Change List #17
1220 kc

HI1N Santiago—Change in call letters. .75 kw unl., Class II. 10-30-56.

HIN Ciudad Trujillo—New. .5 kw unl., Class II. 10-30-56.

1360 kc

HI8T La Vega—Change location and call letters. 1 kw D/.1 kw N unl., Class III, IV. (In operation.)

1440 kc

HI4F Salcedo—Delete assignment. .25 kw unl., Class IV.

HI2A Salcedo—Previously 1490 kc. .04 kw unl., Class IV. (In operation).

1490 kc

HI2A Pimentel—Change to 1440 kc in Salcedo. .04 kw unl., Class IV.

November 29 Decisions

BROADCAST ACTIONS
By the Commission

Charles W. Dowdy, Tifton, Ga.; Thomas D. Pickard, Ashburn, Ga.—Designated for consolidated hearing applications for new ams on 1570 kc, 1 kw D. Action Nov. 28.

WEMP Milwaukee, Wis.—Granted change in DA-D pattern, continuing on 1250 kc, 5 kw, DA-2 unl.; engineering conditions. Action Nov. 28.

Granted renewal of license to following stations: **KNBC-AM-FM San Francisco; KFI Los Angeles; KFAC-AM-FM Los Angeles; KCSB San Bernardino; KWIZ-AM-FM Santa Ana; KRKD Los Angeles; KAGR Yuba City; KBAB El Cajon; KCNO Alturas; KCOK Tulare; KECC Pittsburg; KEEN San Jose; KFOX Long Beach; KGIL San Fernando; KIBS Bishop; KITO San Bernardino; KJBS San Francisco; KMAK Fresno; KNGS Hanford; KOXR Oxnard; KPRL Paso Robles; KRDU Dinuba; KRE Berkeley; KRNO San Bernardino; KROG Sonora; KROW Oakland; KDB Santa Barbara; KFSD San Diego; KIEM Eureka; KSBW Salinas; KVEC San Luis Obispo; KXO El Centro; KCBS-AM-FM San Francisco; KNX-AM-FM Los Angeles; KCB San Diego; KLAC Los Angeles; KROY Sacramento; KSAN San Francisco; KSJO San Jose; KSON San Diego; KVSM San Matco; KWBR Oakland; KWG Stockton; KWOW Pomona; KXXL Monterey; KXRX San Jose; KYOS Merced; KABC-FM Los Angeles; KCBH (FM) Los Angeles; KFOX-FM Long Beach; KFSD-FM San Diego; KMYC-FM Marysville; KPFA (FM) Berkeley; KQXR (FM) & SCA Bakersfield, KRE-FM Berkeley; KRHM-FM Hollywood; KRXD-FM & SCA Los Angeles; KSJO-FM & SCA San Jose; KSON-FM & SCA San Diego; KXOA-FM Sacramento; KCVN (FM-Ed) Stockton; KTTV (TV) Los Angeles; KXOA Sacramento; KYNO Fresno; KICO Calexico; KNXT (TV) Los Angeles, all Calif.**

KHJ-AM-FM Los Angeles, Calif.—By letter rescinded Nov. 8 and Nov. 14 grants of renewal of license of am and fm stations, respectively, and returned applications to pending file until resolution of questions concerning promotional program, "Folger's Doorbell Ringing Coffee Quiz."

KGO-AM-FM San Francisco, Calif.—Granted applications for renewal of licenses and by letter denied request of **Robert H. Scott** that license of KGO not be renewed.

November 29 Applications

ACCEPTED FOR FILING

License to Cover Cp

WDMF Buford, Ga.—Seeks license to cover cp which authorized new am.

WCHB Inkster, Mich.—Seeks license to cover cp which authorized new am.

KGAY Salem, Ore.—Seeks license to cover cp which authorized change power and type trans.

KELO Sioux Falls, S. D.—Seeks license to cover cp which authorized install new combined am-tv tower.

WCHV Charlottesville, Va.—Seeks license to cover cp which authorized increase D power, change from DA-N to DA-2 and install new trans.

Modification of Cp

KONK Shelton, Wash.—Seeks mod. of cp (which authorized new am) to extend completion date.

KICA-TV Clovis, N. M.—Seeks mod. of cp to extend completion date to 2-28-57.

WCYB-TV Bristol, Va.—Seeks mod. of cp to extend completion date to April 1957.

KLAS-TV Las Vegas, Nev.—Seeks mod. of cp (which authorized change facilities of existing tv) to extend completion date to 12-31-56

November 30 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

WGLI Babylon, N. Y.—Granted petition for extension of time to Dec. 3, to file reply to "Petition for Reconsideration" filed Nov. 16, by **WOV New York, N. Y.** Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time to Dec. 5, to file exceptions to initial decision in proceeding on am applications of **Courier-Times Inc.,** New Castle, Ind. and **WSLM Salem, Ind.** Action Nov. 28.

Gulf Isles Broadcasting Co., Palmetto, Fla.—Granted petition for extension of time to Dec. 4, to file opposition to petitions to set aside order of designation for hearing and for leave to amend. Action Nov. 28.

By Hearing Examiner Basil P. Cooper

Casper, Wyo.—Ordered that prehearing conference will be held Dec. 5 in ch. 6 proceeding, Casper, Wyo. (**Donald Lewis Hathaway** and **Casper Mountain Television Corp.**). Action Nov. 28.

By Hearing Examiner Herbert Sharfman

WWOW Hazard, Ky.—Pursuant to agreement of all counsel at informal prehearing conference held Nov. 28, in proceeding on application of WWOW ordered that hearing scheduled for Dec. 18, is continued to Jan. 14, at 2 p.m. Action Nov. 28.

Huntington-Montauk Bcstg. Co.—Ordered that prehearing conference is scheduled Dec. 3, at 2 p.m., re am application of Huntington-Montauk Broadcasting. Action Nov. 28.

Rochester, Minn.—Ordered that record in proceeding on am application of **Rochester Broadcasting Co.,** Rochester, is closed, and that counsel for all parties, including Broadcast Bureau, are directed to file proposed findings of fact and conclusions by Dec. 18. Action Nov. 28.

November 30 Applications

ACCEPTED FOR FILING

License to Cover Cp

KWOS-FM Jefferson City, Mo.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp

KREX-TV Grand Junction, Colo.—Seeks mod. of cp to extend completion date to 2-1-57.

WATR-TV Waterbury, Conn.—Seeks mod. of cp to extend completion date.

WALB-TV Albany, Ga.—Seeks mod. of cp to extend completion date to 6-23-57.

KETV (TV) Omaha, Neb.—Seeks mod. of cp to extend completion date to 6-27-57.

RENEWAL OF LICENSE

KINY Juneau, Alaska; KRUL Corvallis, KMED Medford, KNPT, Newport, KXL Portland, all Ore.; KPUG Bellingham, KCVL Colville, KOMW Omak, KONP Port Angeles. KOFE Pullman, KAYO Seattle, KOMO Seattle, and **KSPO Spokane,** all Wash.

RENEWAL OF LICENSE RETURNED

KSMU-FM Dallas, Tex (Incorrectly signed).

December 3 Applications

ACCEPTED FOR FILING

License to Cover Cp

KFNV Ferriday, La.—Seeks license to cover cp

REPRESENTATIVES

To The Station Manager Who Can't Get To Madison Ave. As Often As He Should

Personalized Sales Service

Use our Madison Avenue address and phone number as your New York office. Our company is here to act as your Sales Manager and will work with your Representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.

For further information write

Box 674C, B•T

We have an interesting story for you.

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You never know when you'll need a new copywriter, announcer, sales or technical advisor. We have the BEST in our files. All references checked—Call on Barney —the matchmaker.

BERNARD EMPLOYMENT
Suite 1116
202 S. State Chicago Wabash 2-2306

which authorized new am and specify type trans.

WICY Malone, N. Y.—Seeks license to cover cp which authorized change ant.-trans. location, change studio location, increase ant. height, change ground system, operate trans. by remote control and specify type trans.

KILO Grand Forks, N. D.—Seeks license to cover cp which authorized change ant.-trans. location, make changes in ant. system, and operate trans. by remote control and change type trans.

Truth or Consequences, N. M.—City of Truth or Consequences seeks license to cover cp which authorized new tv translator.

REMOTE CONTROL

KHIL Brighton-Fort Lupton, Colo., WWOW Hazard, Ky.; WKLM Wilmington, N. C.; WRTA Altoona, Pa.

RENEWAL OF LICENSE

KCHV Coachella, Calif.

RENEWAL OF LICENSE RETURNED

KFDR Grand Coulee, Wash. (Not notarized.)

December 4 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 30

Following stations were granted authority to operate trans. by remote control: **WRTA Altoona, Pa.; WKLM Wilmington, N. C.; WWOW Hazard, Ky.; KHIL Brighton-Fort Lupton, Colo.**

KREX-TV Grand Junction, Colo.—Granted extension of completion date to 2-1-57.

Actions of November 29

KPEG Spokane, Wash.—Granted mod. of cp to change ant.-trans. location, change type trans., specify studio location and operate trans. by remote control; condition.

KAVL Lancaster, Calif.—Granted mod. of cp to change ant.-trans. and studio location and make changes in ant. system; conditions.

WSUZ Palatka, Fla.—Granted mod. of cp to make changes in ant. system (decrease height); condition.

WHO-TV Des Moines, Iowa—Granted mod. of license to change aur. ERP to 158 kw.

Following were granted extensions of completion dates as shown: **WKAT-FM Miami Beach, Fla.**, to 5-12-57; **KLAS-TV Las Vegas, Nev.**, to 12-31.

Actions of November 28

KICA-TV Clovis, N. M.—Granted STA to operate commercially on ch. 12 for period ending Feb. 28, 1957.

KNAC-TV Fort Smith, Ark.—Granted STA to operate commercially on ch. 5 for period ending Feb. 20, 1957.

KHIT Walla Walla, Wash.—Granted mod. of cp to change studio location and operate trans. by remote control.

Columbia Bcstg. System, New York, N. Y.—Granted authority to transmit Notre Dame-Southern California football game on 12-1-56 (4:45 p.m. N. Y. time until conclusion) to **CKLW Windsor, Ont.**, for rebroadcast (game was to be broadcast by radio stations licensed to CBS Inc. and other stations affiliated with CBS Radio Network in U. S.).

Following were granted extension of completion dates as shown: **KQUE Albuquerque, N. M.**, to 12-16; conditions; **KICA-TV Clovis, N. M.**, to 2-28-57.

Actions of November 27

WBOP Pensacola, Fla.—Granted license for am station.

KURA Moab, Utah—Granted cp to replace expired cp for am station.

KCKN Kansas City, Kans.—Granted cp to change ant.-trans. and studio location, make changes in ant. system (decrease height) and in ground system.

WLOB Portland, Me.—Granted mod. of cp to change ant.-trans. and studio location.

WAJR Morgantown, W. Va.—Granted mod. of cp to change ant.-trans. location.

Following were granted extension of completion dates as shown: **WMLF Pineville, Ky.**, to 2-21-57; **KULA Honolulu, Hawaii**, to 4-24-57; **KADM Othello, Wash.**, to 5-12-57, conditions; **KEEN San Jose, Calif.**, to 4-25-57, conditions; **WCOG Greensboro, N. C.**, to 12-21, conditions; **KAMD Camden, Ark.**, to 1-31-57, conditions.

Following were granted authority to operate trans. by remote control: **WNLK Norwalk, Conn.; WHLM-FM Bloomsburg, Pa.**

Actions of November 26

WTWB Auburndale, Fla.—Granted license for am station; conditions.

WWXL Manchester, Ky.—Granted license for am station.

WLIV Livingston, Tenn.—Granted license for am station.

WTHI Terre Haute, Ind.—Granted license covering changes in D pattern DA-2 to DA-1; conditions.

December 4 Applications

ACCEPTED FOR FILING

License to Cover Cp

WJKO East Longmeadow, Mass.—Seeks license to cover cp which authorized change ant.-trans. and studio location, change station location and change from DA-D to non-DA.

RENEWAL OF LICENSE

KFQD Anchorage, Alaska; KASH Eugene, KUBE Pendleton, both **Ore.; KWLK Longview, Wash.**

December 5 Applications

ACCEPTED FOR FILING

License to Cover Cp

KUAM Agana, Guam—Seeks license to cover cp which authorized changes in ant. system (mount tv tower near top).

KFDA Amarillo, Tex.—Seeks license to cover cp which authorized change type trans., change trans. location, change studio location and delete remote control trans.

KUAM-TV Agana, Guam—Seeks license to cover cp which authorized new tv.

WDEC Americus, Ga.—Seeks license to cover cp which authorized change frequency, increase power, changes hours from unl. to D and install new trans.

WLEO Ponce, P. R.—Seeks license to cover cp which authorized new am.

KUEN Wenatchee, Wash.—Seeks license to cover cp which authorized new am.

Modification of Cp

KSBW Salinas, Calif.—Seeks mod. of cp (which authorized increase power, install new trans., make changes in ant. system, change trans. location and change studio location) to extend completion date.

KHSL-TV Chico, Calif.—Seeks mod. of cp (which authorized change facilities of existing tv) to extend completion date to 3-15-57.

KTVC (TV) Ensign, Kan.—Seeks mod. of cp to extend completion date to 6-1-57.

KENI-TV Anchorage, Alaska—Seeks mod. of cp to extend completion date to 6-29-57.

KSAN-TV San Francisco, Calif.—Seeks mod. of cp to extend completion date to 6-22-57.

WTWO (TV) Bangor, Me.—Seeks mod. of cp to extend completion date to 7-11-57.

WATV (TV) Newark, N. J.—Seeks mod. of cp to extend completion date to 1-31-57.

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to extend completion date.

REMOTE CONTROL

WGR Buffalo, N. Y.

RENEWAL OF LICENSE

KFAR Fairbanks, KJNO Juneau, KABI Ketchikan, all **Alaska; KENO Las Vegas, Nev.; KYJC Medford, Ore.; KSEM Moses Lake, Wash.; KYES Roseburg, Ore.; KAPA Raymond, KIRO Seattle, KREM Spokane, KTEL Walla Walla, KLOQ Yakima, KXRO Aberdeen,** all **Wash.; KGAL Lebanon, KLBM La Grande, KSRV Ontario,** all **Ore.; KFBL Everett, KAYE Puyallup,** and **KUJ Walla Walla,** all **Wash.**

Free Copies Discontinued

BEGINNING Jan. 11, FCC major decisions, initial decisions, memorandum opinions and orders and other significant rulings will be made available on a weekly basis from the Superintendent of Documents, Government Printing Office, Washington, D. C., the FCC has announced. The printed, weekly pamphlets, Federal Communications Commission Reports, to be published each Friday, will sell for $6.75 yearly, or about 15 cents per copy. Foreign mailing will cost $2 additional.

The Commission announced that after Jan. 11 it will discontinue furnishing the public and the bar with mimeographed copies of its decisions. However, copies of decisions will be immediately served on each party to the proceeding, posted in the Commission's Office of Reports and Information, and made available to the press regularly carrying FCC information.

The 1957 report has been assigned Volume No. 22. Annual bound volumes of FCC decisions are available at the present time to June 30, 1950. Volumes 15-21 will contain decisions through 1956 and will be printed as funds become available.

The decisions will still be announced when made, the Commission said.

UPCOMING

January

Jan. 4: Canadian Broadcasting Corp. board of governors meeting, Studio A, CBU Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

March

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

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Antitrust Explosion

WE DON'T understand the antitrust laws, a condition which seems also to afflict numerous lawyers in and outside of government. So we won't presume to judge whether there is sound legal basis for the government's suit against RCA and NBC.

The suit, which comes as a grotesque 30th birthday gift to NBC, is the first dealing with the relationship of networks to their affiliates. Its importance cannot be overestimated because a decision sustaining the government's contention would affect the whole broadcast economy. It is not a suit against NBC alone, because all network-affiliate relationships would be affected.

We must leave to the lawyers the discussion of the legal merits. RCA-NBC contends that the conflict is between two government agencies—the FCC and the Dept. of Justice—because the Philadelphia-Cleveland station exchange had been approved by the FCC as the responsible authority.

At least one ethical question was raised by the NBC-Westinghouse station exchange which was the root cause of the suit. The question is simply: Was a big guy bullying a little guy?

This question would be easier to answer if NBC, a manifestly successful subsidiary of one of America's strongest corporations, had forced a station proprietor with no other resources to accept a deal the proprietor did not want. In such circumstances the weight of moral judgment would be overwhelmingly opposed to NBC.

But Westinghouse Broadcasting Co. also is a manifestly successful subsidiary of another strong corporation, Westinghouse Electric Corp. The contrast in size is not enough to equate NBC with the bully and Westinghouse with the runt. It is difficult to make a moral judgment on this question.

The question will arise whether the FCC should have held a full-dress hearing on the transfer, particularly in the light of the rumors and innuendos that Westinghouse was not a willing trader. The FCC majority held that since all essential facts had been presented on paper a hearing would have served no useful purpose and would simply have delayed what to them would have been an obviously favorable decision.

Trading in television properties has reached a high level in recent months. The factor of network affiliation is the most important single consideration next to acquisition of the license itself, running in excess of the value placed upon equipment and real estate.

If a test must be had, it is perhaps better to have the rules known now rather than at a time when the stakes will be infinitely greater, and the public interest as well as the private interest of licensees would be more severely affected.

Jimmy Faces the Music

THE revolt that is bound to beset every despot—whether international aggressor or tin-horn union politico—has engulfed the dynasty of James Caesar Petrillo, self-perpetuating president of the American Federation of Musicians. The move he feared most—court review of his conduct—has hit twice in recent weeks through suits filed by members of Local 47 of Los Angeles, seeking some $13 million in damages, growing out of the Petrillo "make-work" program.

More than that, some 32 million people who read the *Reader's Digest* last week got the Petrillo story in one piece in an enlightened article by Lester Velie, under the fetching headline "The Union That Fights Its Workers." The article brings out that 75% of AFM's 250,000 members make their living in occupations outside music, but get the benefits of the relief and welfare fund, largely derived from royalties paid by recording and film companies into the Music Performance Trust Funds.

Since the advent of television, Jimmy Petrillo has been content to leave broadcasters pretty much alone. He has been getting his bonus income largely from recording fees and latterly, the windfall he diverted from Local 47 members to the AFM trust fund derived from re-runs of old movies released in great volume for tv in recent months.

Because a dictator cannot stand still, it is hard to tell where Jimmy would move next if the money flow did not increase. Hence, the tests in the Superior Court of Los Angeles, taken by Local 47, are to be watched with interest by all victims of Petrillo aggressions.

If the court should hold that the performing musicians, and not the AFM trust funds, are entitled to the royalties, the Petrillo structure is bound to crumble, because there would be no further inducement for non-performing musicians to continue as card-carrying members. If the legality of the trust funds should, perchance, be sustained, then Congress—which has dealt harshly in the past with Petrillo's efforts to control the economics of broadcasting—will doubtless step in again.

Meanwhile, Jimmy will probably play a muted trumpet.

Drawn for BROADCASTING•TELECASTING by Sid Hix

"Meet the man who creates those clever little characters in our cartoon commercials."

Long Caught Short

GOV. EARL LONG, emulating the power politics of his late brother Huey, set out to take news broadcasters on a Louisiana hayride last Tuesday but quickly discovered he didn't have enough horses. By flatly barring electronic reporters from any participation in a news conference, he started a flow of protests that forced him to back up a few hours later.

It isn't the first time a public official has interpreted the Bill of Rights in the light of his own fancy and it won't be the last, but there are few instances in the last two decades where broadcast newsmen haven't been allowed at least the right to report with pencil and pad on an equality with print-media reporters.

The big battle for broadcast equality has only begun. In Louisiana, Gov. Long retreated from his silly barricade by allowing radio-tv newsmen admission to his conferences, but he still maintains a ban against use of the tools of their trade—microphone, recorder and camera. In this adamant attitude he has distinguished, if befuddled, company in many of the federal and local courts as well as Speaker Sam Rayburn of the House of Representatives.

Gov. Long's little coup quickly failed. He's reputed to nurse a grudge against radio and tv because he is not photogenic and his salty language at legislative sessions presents him to the public in an unfavorable way.

Towne, TASO, and Taxes

IN Prof. George R. Towne, the Television Allocations Study Organization, formed under the aegis of the FCC by five groups interested in full utilization of the tv spectrum, procures the services of a well-backgrounded engineer to coordinate the research program. The program is to be financed entirely by private funds and the goal is to determine, by sound engineering means, the place of uhf in television allocations.

There is no way of determining how fast TASO will be able to move. It will be Prof. Towne's task to see that all areas of exploration and measurement are carried forward promptly and that the results will be fed to the FCC as soon as possible.

Meanwhile, we iterate our plea of last week. The first essential step toward relief of the tv allocations problem is non-technical. It is an all-out effort to have Congress remove the 10% excise tax on all-band tv receivers to make it economically feasible for manufacturers to produce such sets instead of vhf-only.

KSTP-TV SCORES UNPRECEDENTED DOUBLE VICTORY IN NEWS COMPETITION

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Here are the results for 1956:

OUTSTANDING TV NEWS OPERATION First place,

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OUTSTANDING NEWS STORY TELEVISED First place,

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